

# Vehicle Control Unit Market by Vehicle Type, Component (Hardware & Software), Propulsion Type, Voltage (12/24V & 36/48V), Capacity (16, 32, & 64-bit), Electric Two-Wheeler, Communication Technology, Function, and Region - Global Forecast to 2027

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## Abstracts

“Demand for advanced electric vehicles and innovative technologies in vehicle electronics are significant factors for the growth of the vehicle control unit market globally”

The global vehicle control unit market is estimated to grow from USD 2.9 billion in 2019 to reach USD 10.4 billion by 2027, at a CAGR of 17.1%. Increased emphasis on electric vehicle features and the need for integrated vehicle electronics to boost the market. Advanced compact VCUs are being developed by the companies that are capable of performing and controlling inter-connected functions such as ADAS, predictive technology, infotainment, body control, battery management, torque coordination, and automated driving.

“Capability of reprogramming and updating software over the air using advanced technologies is likely to propel the growth of the software segment during the forecast period”

The software segment is expected to be the fastest market. Software can be reprogrammed over the air (OTA) using SOTA and FOTA protocols. Due to this, VCU is very flexible and can be fit into any vehicle system with the help of required programming. Currently, all the VCU providers in the market are using their basic software in their VCUs. However, this software can be reprogrammed easily using platforms such as MATLAB and Simulink. This makes the system much more flexible,

as a company can roll out software updates over the air. Thus, just like most other electronic systems, hardware might get standardized in the future, and companies would roll out their software, designed predominantly for their vehicles. This would change the VCU market scenario in the future, as software with innovative technologies might get expensive, and hardware is expected to become cheaper.

“European market is expected to register the second-fastest growth during the forecast period”

The European region is estimated to be the second-fastest-growing market during the forecast period, after Asia Pacific. The region is a hub to major players such as Robert Bosch GmbH (Germany), Continental AG (Germany), STMicroelectronics (Switzerland), IET SPA (Perugia), Rimac Automobili (Croatia), and AIM Technologies (England). Europe is a key region for innovations, significant R&D, and technological advancements in electric vehicles, vehicle electronics, advanced automotive systems, and charging solutions. Germany is the largest market in Europe, followed by France. Germany, which is said to be the automotive hub of the world, is home to many established vehicle as well as VCU manufacturers and also has a higher EV adoption rate. The increasing demand for advanced automotive features in electric vehicles and electrification of automotive components are driving the vehicle control unit market in Europe.

“Asia Pacific is expected to be the largest market during the forecast period”

The Asia Pacific region is expected to be the fastest-growing and the largest vehicle control unit market in the world. The market growth in the region can be attributed to the large electric vehicle sales volume in the region. Considering the large EV sales volume and continuous technological advancements in the battery management systems, automotive features, body control, and infotainment functions; and innovative charging solutions, China is expected to lead the vehicle control unit market in the Asia Pacific region.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in this market.

By Company Type: Tier I - 36%, Tier II - 39%, and OEM - 25%,

By Designation: C Level - 24%, D Level - 43%, and Others - 33%

By Region: North America - 31%, Europe - 36%, and Asia Pacific - 33%

The vehicle control unit market comprises major manufacturers such as Robert Bosch GmbH (Germany), Continental AG (Germany), Texas Instruments (US), Mitsubishi Electric Corporation (Japan), and STMicroelectronics (Switzerland).

#### Research Coverage:

The market study covers the vehicle control unit market across segments. It aims at estimating the market size and future growth potential of this market across different segments such as vehicle type, propulsion type, capacity type, voltage type, electric two-wheeler type, component type, communication technology type, function, and region. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

#### Key Benefits of Buying the Report:

The report will help market leaders/new entrants in this market with information on the closest approximations of revenue numbers for the overall vehicle control unit market and the subsegments.

This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies.

The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 PRODUCT DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
- 2.2 SECONDARY DATA
  - 2.2.1 KEY SECONDARY SOURCES
  - 2.2.2 KEY DATA FROM SECONDARY SOURCES
- 2.3 PRIMARY DATA
  - 2.3.1 SAMPLING TECHNIQUES & DATA COLLECTION METHODS
  - 2.3.2 PRIMARY PARTICIPANTS
  - 2.3.3 KEY DATA FROM PRIMARY SOURCES
- 2.4 MARKET SIZE ESTIMATION
  - 2.4.1 BOTTOM-UP APPROACH
  - 2.4.2 TOP-DOWN APPROACH
- 2.5 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.6 ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE VEHICLE CONTROL UNIT MARKET
- 4.2 ASIA PACIFIC TO LEAD THE VEHICLE CONTROL UNIT MARKET
- 4.3 VEHICLE CONTROL UNIT MARKET IN ASIA PACIFIC, BY OFFERING TYPE AND COUNTRY
- 4.4 VEHICLE CONTROL UNIT MARKET, BY VEHICLE TYPE
- 4.5 VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE

- 4.6 VEHICLE CONTROL UNIT MARKET, BY CAPACITY TYPE
- 4.7 VEHICLE CONTROL UNIT MARKET, BY VOLTAGE TYPE
- 4.8 VEHICLE CONTROL UNIT MARKET, BY ELECTRIC TWO-WHEELER TYPE
- 4.9 VEHICLE CONTROL UNIT MARKET, BY OFF-HIGHWAY ELECTRIC VEHICLE TYPE

## **5 MARKET OVERVIEW**

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

#### 5.2.1 DRIVERS

5.2.1.1 Growing trend of electric vehicles

5.2.1.2 Increasing demand for automation in vehicles and electrification of automotive parts

#### 5.2.2 RESTRAINTS

5.2.2.1 High investments required

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Increasing demand for innovative technologies

5.2.3.2 Customizable and standardized VCU software

#### 5.2.4 CHALLENGES

5.2.4.1 Possibility of complete failure

## **6 INDUSTRY TRENDS**

### 6.1 INTRODUCTION

### 6.2 TECHNOLOGY ANALYSIS

### 6.3 VCU-S AND VCU-P

### 6.4 PROGRAMMABLE AND FLEXIBLE VCU

### 6.5 PORTER'S FIVE FORCES MODEL ANALYSIS

## **7 VEHICLE CONTROL UNIT MARKET, BY VEHICLE TYPE**

### 7.1 INTRODUCTION

### 7.2 RESEARCH METHODOLOGY

### 7.3 COMMERCIAL VEHICLE

7.3.1 ELECTRIFICATION OF PUBLIC TRANSPORT TO BOOST THE VEHICLE CONTROL UNIT MARKET

### 7.4 PASSENGER CAR

7.4.1 INCREASING DEMAND FOR ADVANCED DRIVE UNIT FUNCTIONS AND

## FEATURES TO DRIVE THE PASSENGER CAR SEGMENT

### 7.5 KEY PRIMARY INSIGHTS

## **8 VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE**

### 8.1 INTRODUCTION

### 8.2 RESEARCH METHODOLOGY

### 8.3 BEV

#### 8.3.1 BEV SEGMENT TO DOMINATE THE ASIA PACIFIC REGION

### 8.4 HEV

#### 8.4.1 ADVANCED VCU WOULD IMPROVE OVERALL HEV FUNCTIONALITY

### 8.5 PHEV

### 8.6 KEY PRIMARY INSIGHTS

## **9 VEHICLE CONTROL UNIT MARKET, BY CAPACITY TYPE**

### 9.1 INTRODUCTION

### 9.2 RESEARCH METHODOLOGY

### 9.3 16-BIT

#### 9.3.1 16-BIT VCU SEGMENT WOULD GET REPLACED BY HIGHER CAPACITY VCU IN THE FUTURE

### 9.4 32-BIT

#### 9.4.1 VCU MARKET IS DOMINATED BY 32-BIT VCU SEGMENT

### 9.5 64-BIT

#### 9.5.1 INNOVATION IN TECHNOLOGIES WILL BOOST THE DEMAND FOR 64-BIT VCU IN THE FUTURE

### 9.6 KEY PRIMARY INSIGHTS

## **10 VEHICLE CONTROL UNIT MARKET, BY VOLTAGE TYPE**

### 10.1 INTRODUCTION

### 10.2 RESEARCH METHODOLOGY

### 10.3 12/24V

#### 10.3.1 12/24V IS DOMINATING THE CURRENT VCU MARKET

### 10.4 36/48V

#### 10.4.1 36/48V SEGMENT TO GROW MUCH FASTER IN FUTURE

### 10.5 KEY PRIMARY INSIGHTS

## **11 VEHICLE CONTROL UNIT MARKET, BY OFFERING TYPE**

## 11.1 INTRODUCTION

## 11.2 RESEARCH METHODOLOGY

## 11.3 HARDWARE

### 11.3.1 VCU HARDWARE SEGMENT TO GET STANDARDIZED WITH TIME

## 11.4 SOFTWARE

### 11.4.1 CONTINUOUS ADVANCEMENTS IN SOFTWARE TECHNOLOGIES TO BOOST

### THE SEGMENT IN FUTURE

## 11.5 KEY PRIMARY INSIGHTS

## **12 VEHICLE CONTROL UNIT MARKET, BY ELECTRIC TWO-WHEELER**

## 12.1 INTRODUCTION

## 12.2 RESEARCH METHODOLOGY

## 12.3 E-SCOOTER/MOPED

### 12.3.1 RISING DEMAND FOR ADVANCED FEATURES AND FUNCTIONS IN E-SCOOTERS/MOPEDS TO BOOST THE VCU MARKET IN THE FUTURE

## 12.4 E-MOTORCYCLE

### 12.4.1 INCREASING DEMAND FOR HIGH PERFORMANCE ELECTRIC TWO-WHEELERS TO DRIVE THE VCU MARKET FOR E-MOTORCYCLES

## 12.5 KEY PRIMARY INSIGHTS

## **13 VEHICLE CONTROL UNIT MARKET, BY OFF-HIGHWAY ELECTRIC VEHICLE TYPE**

## 13.1 INTRODUCTION

## 13.2 RESEARCH METHODOLOGY

## 13.3 MINING

### 13.3.1 ASIA PACIFIC IS PROJECTED TO BE THE FASTEST GROWING MARKET DUE TO GROWING MINING ACTIVITIES IN THE REGION

## 13.4 CONSTRUCTION

### 13.4.1 EUROPE IS EXPECTED TO BE THE LARGEST MARKET DUE TO RAPID INFRASTRUCTURAL ADVANCEMENTS

## 13.5 AGRICULTURE

### 13.5.1 EUROPE IS PROJECTED TO BE THE FASTEST GROWING MARKET DUE TO ITS GROWING AGRICULTURE SECTOR

## 13.6 KEY PRIMARY INSIGHTS

## **14 VEHICLE CONTROL UNIT MARKET, BY COMMUNICATION TECHNOLOGY**

### 14.1 INTRODUCTION

### 14.2 CAN (CONTROLLER AREA NETWORK)

### 14.3 LIN (LOCAL INTERCONNECT NETWORK)

### 14.4 FLEXRAY

### 14.5 ETHERNET

### 14.6 VEHICLE CONTROL UNIT TECHNICAL SPECIFICATION COMPARISON

### (MAJOR PLAYERS)

## **15 VEHICLE CONTROL UNIT MARKET, BY FUNCTION**

### 15.1 INTRODUCTION

### 15.2 AUTONOMOUS DRIVING/ADAS

### 15.3 PREDICTIVE TECHNOLOGY

## **16 VEHICLE CONTROL UNIT MARKET, BY REGION**

### 16.1 INTRODUCTION

### 16.2 ASIA PACIFIC

#### 16.2.1 CHINA

16.2.1.1 Chinese VCU market is dominated by BEV segment

#### 16.2.2 JAPAN

16.2.2.1 Japan has many renowned OEMs providing advanced vehicle electronics technologies

#### 16.2.3 INDIA

16.2.3.1 India to witness rapid growth in VCU market

#### 16.2.4 SOUTH KOREA

16.2.4.1 South Korea has high adoption rate for hybrid electric vehicles

### 16.3 EUROPE

#### 16.3.1 FRANCE

16.3.1.1 French government offering purchase grants for EV will boost the VCU demand

#### 16.3.2 GERMANY

16.3.2.1 Leading players from the country to provide advanced VCU

#### 16.3.3 SPAIN

16.3.3.1 Increasing investments in BEV and HEV by government to boost the market

#### 16.3.4 AUSTRIA



16.3.4.1 EV infrastructure in Austria to drive VCU market

16.3.5 NORWAY

16.3.5.1 Significant share of PHEV to boost VCU market in Norway

16.3.6 SWEDEN

16.3.6.1 Higher EV adoption rate to boost Swedish VCU market

16.3.7 SWITZERLAND

16.3.7.1 Favourable government regulations to drive VCU market

16.3.8 NETHERLANDS

16.3.8.1 Electrification to boost the VCU market

16.3.9 DENMARK

16.3.9.1 HEV segment to lead the Danish VCU market

16.4 NORTH AMERICA

16.4.1 US

16.4.1.1 Advancements in vehicle electronics to boost the VCU market

16.4.2 CANADA

16.4.2.1 Increased HEV sales to drive the VCU market

## **17 COMPETITIVE LANDSCAPE**

17.1 OVERVIEW

17.2 MARKET RANKING ANALYSIS

17.3 COMPETITIVE SCENARIO

17.3.1 NEW PRODUCT DEVELOPMENTS

17.3.2 PARTNERSHIPS/SUPPLY CONTRACTS/COLLABORATIONS/  
JOINT VENTURES/LICENSE AGREEMENTS

17.3.3 EXPANSIONS

17.4 COMPETITIVE LEADERSHIP MAPPING

17.4.1 VISIONARY LEADERS

17.4.2 INNOVATORS

17.4.3 DYNAMIC DIFFERENTIATORS

17.4.4 EMERGING COMPANIES

## **18 COMPANY PROFILES**

(Business overview, Products offered, Recent developments, SWOT analysis & MnM View)\*

18.1 ROBERT BOSCH GMBH

18.2 CONTINENTAL AG

18.3 TEXAS INSTRUMENTS

18.4 MITSUBISHI ELECTRIC CORPORATION

18.5 STMICROELECTRONICS

18.6 AUTONOMOUS SOLUTIONS, INC.

18.7 IET SPA (SMRE GROUP)

18.8 PI INNOVO

18.9 EMBITEL

18.10 RIMAC AUTOMOBILI

18.11 PUES CORPORATION

18.12 AIM TECHNOLOGIES

18.13 OTHER KEY PLAYERS

18.13.1 NORTH AMERICA

18.13.1.1 Ecotrons LLC

18.13.1.2 Thunderstruck Motors LLC

18.13.2 ASIA

18.13.2.1 HiRain Technologies CO., Ltd.

18.13.2.2 Anandalal Electric

\*Details on Business overview, Products offered, Recent developments, SWOT analysis & MnM View might not be captured in case of unlisted companies.

## **19 APPENDIX**

19.1 KEY INSIGHTS OF INDUSTRY EXPERTS

19.2 DISCUSSION GUIDE

19.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

19.4 AVAILABLE CUSTOMIZATIONS

19.5 RELATED REPORTS

19.6 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 CURRENCY EXCHANGE RATES (PER USD)

TABLE 2 IMPACT OF MARKET DYNAMICS

TABLE 3 VEHICLE CONTROL UNIT MARKET, BY VEHICLE TYPE, 2017–2027  
(THOUSAND UNITS)

TABLE 4 VEHICLE CONTROL UNIT MARKET, BY VEHICLE TYPE, 2017–2027 (USD  
MILLION)

TABLE 5 COMMERCIAL VEHICLE: VEHICLE CONTROL UNIT MARKET, BY  
REGION, 2017–2027 (THOUSAND UNITS)

TABLE 6 COMMERCIAL VEHICLE: VEHICLE CONTROL UNIT MARKET, BY  
REGION, 2017–2027 (USD MILLION)

TABLE 7 PASSENGER CAR: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (THOUSAND UNITS)

TABLE 8 PASSENGER CAR: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (USD MILLION)

TABLE 9 VEHICLE CONTROL UNIT MARKET SIZE, BY PROPULSION TYPE,  
2017–2027 (THOUSAND UNITS)

TABLE 10 VEHICLE CONTROL UNIT MARKET SIZE, BY PROPULSION TYPE,  
2017–2027 (USD MILLION)

TABLE 11 BEV: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027  
(THOUSAND UNITS)

TABLE 12 BEV: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027 (USD  
MILLION)

TABLE 13 HEV: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027  
(THOUSAND UNITS)

TABLE 14 HEV: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027 (USD  
MILLION)

TABLE 15 PHEV: VEHICLE CONTROL UNIT MARKET, BY REGION, 2019–2027  
(THOUSAND UNITS)

TABLE 16 PHEV: VEHICLE CONTROL UNIT MARKET, BY REGION, 2019–2027 (USD  
MILLION)

TABLE 17 VEHICLE CONTROL UNIT MARKET, BY CAPACITY TYPE, 2017–2027  
(THOUSAND UNITS)

TABLE 18 16-BIT: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027  
(THOUSAND UNITS)

TABLE 19 32-BIT: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027

(THOUSAND UNITS)

TABLE 20 64-BIT: VEHICLE CONTROL UNIT MARKET, BY REGION, 2019–2027

(THOUSAND UNITS)

TABLE 21 VEHICLE CONTROL UNIT MARKET, BY VOLTAGE, 2017–2027

(THOUSAND UNITS)

TABLE 22 12/24V: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027

(THOUSAND UNITS)

TABLE 23 36/48V: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027

(THOUSAND UNITS)

TABLE 24 VEHICLE CONTROL UNIT MARKET, BY OFFERING TYPE, 2017–2027

(USD MILLION)

TABLE 25 HARDWARE: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (USD MILLION)

TABLE 26 SOFTWARE: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (USD MILLION)

TABLE 27 VEHICLE CONTROL UNIT MARKET, BY ELECTRIC TWO-WHEELER,  
2017–2027 (UNITS)

TABLE 28 VEHICLE CONTROL UNIT MARKET, BY ELECTRIC TWO-WHEELER,  
2017–2027 (USD THOUSAND)

TABLE 29 E-SCOOTER/MOPED: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (UNITS)

TABLE 30 E-SCOOTER/MOPED: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (USD THOUSAND)

TABLE 31 E-MOTORCYCLE: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (UNITS)

TABLE 32 E-MOTORCYCLE: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (USD THOUSAND)

TABLE 33 VEHICLE CONTROL UNIT MARKET, BY OFF-HIGHWAY ELECTRIC  
VEHICLE TYPE, 2017–2027 (UNITS)

TABLE 34 MINING: VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027  
(UNITS)

TABLE 35 CONSTRUCTION: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (UNITS)

TABLE 36 AGRICULTURE: VEHICLE CONTROL UNIT MARKET, BY REGION,  
2017–2027 (UNITS)

TABLE 37 VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027  
(THOUSAND UNITS)

TABLE 38 VEHICLE CONTROL UNIT MARKET, BY REGION, 2017–2027 (USD  
MILLION)

TABLE 39 ASIA PACIFIC: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2017–2027 (THOUSAND UNITS)

TABLE 40 ASIA PACIFIC: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2017–2027 (USD MILLION)

TABLE 41 CHINA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 42 CHINA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 43 JAPAN: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 44 JAPAN: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 45 INDIA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 46 INDIA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 47 SOUTH KOREA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 48 SOUTH KOREA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 49 EUROPE: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2017–2027 (THOUSAND UNITS)

TABLE 50 EUROPE: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2017–2027 (USD MILLION)

TABLE 51 FRANCE: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 52 FRANCE: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 53 GERMANY: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 54 GERMANY: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 55 SPAIN: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 56 SPAIN: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 57 AUSTRIA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 58 AUSTRIA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE,

2017–2027 (USD THOUSAND)

TABLE 59 NORWAY: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 60 NORWAY: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 61 SWEDEN: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 62 SWEDEN: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 63 SWITZERLAND: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 64 SWITZERLAND: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 65 NETHERLANDS: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 66 NETHERLANDS: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 67 DENMARK: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 68 DENMARK: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 69 NORTH AMERICA: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2017–2027 (THOUSAND UNITS)

TABLE 70 NORTH AMERICA: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2017–2027 (USD MILLION)

TABLE 71 US: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 72 US: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 73 CANADA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (UNITS)

TABLE 74 CANADA: VEHICLE CONTROL UNIT MARKET, BY PROPULSION TYPE, 2017–2027 (USD THOUSAND)

TABLE 75 NEW PRODUCT DEVELOPMENTS, 2017–2019

TABLE 76 PARTNERSHIPS/SUPPLY CONTRACTS/COLLABORATIONS/JOINT VENTURES/ AGREEMENTS, 2017–2019

TABLE 77 EXPANSIONS, 2018–2019

## List Of Figures

### LIST OF FIGURES

FIGURE 1 VEHICLE CONTROL UNIT MARKET SEGMENTATION

FIGURE 2 VEHICLE CONTROL UNIT MARKET: RESEARCH DESIGN

FIGURE 3 RESEARCH METHODOLOGY MODEL

FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY FOR THE VEHICLE CONTROL UNIT MARKET: BOTTOM-UP APPROACH

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY FOR THE VEHICLE CONTROL UNIT MARKET: TOP-DOWN APPROACH

FIGURE 7 DATA TRIANGULATION

FIGURE 8 VEHICLE CONTROL UNIT MARKET: MARKET DYNAMICS

FIGURE 9 VEHICLE CONTROL UNIT MARKET, BY REGION, 2019–2027 (USD MILLION)

FIGURE 10 SOFTWARE SEGMENT HELD THE LARGEST SHARE IN THE VEHICLE CONTROL UNIT MARKET IN 2019

FIGURE 11 INCREASING DEMAND FOR ADVANCED VEHICLE ELECTRONICS TECHNOLOGIES AND FEATURES IS DRIVING THE VEHICLE CONTROL UNIT MARKET, 2019–2027 (USD BILLION)

FIGURE 12 VEHICLE CONTROL UNIT MARKET, BY VALUE, BY REGION, 2027,

FIGURE 13 SOFTWARE SEGMENT TO ACCOUNT FOR THE LARGEST SHARE IN ASIA PACIFIC VEHICLE CONTROL UNIT MARKET, BY VALUE, 2019

FIGURE 14 PASSENGER CAR SEGMENT EXPECTED TO DOMINATE DURING THE FORECAST PERIOD

FIGURE 15 BEV SEGMENT IS EXPECTED TO DOMINATE DURING THE FORECAST PERIOD

FIGURE 16 32-BIT SEGMENT EXPECTED TO DOMINATE DURING THE FORECAST PERIOD

FIGURE 17 36/48V SEGMENT EXPECTED TO GROW FASTER DURING THE FORECAST PERIOD

FIGURE 18 E-MOTORCYCLE SEGMENT EXPECTED TO DOMINATE DURING THE FORECAST PERIOD

FIGURE 19 MINING SEGMENT EXPECTED TO GROW FASTER DURING THE FORECAST PERIOD

FIGURE 20 VEHICLE CONTROL UNIT MARKET: MARKET DYNAMICS

FIGURE 21 COMMERCIAL VEHICLE SEGMENT TO GROW AT A HIGHER CAGR

DURING

THE FORECAST PERIOD, 2019–2027 (USD MILLION)

FIGURE 22 KEY PRIMARY INSIGHTS

FIGURE 23 BEV SEGMENT TO DOMINATE THE VCU MARKET IN THE FORECAST

FIGURE 24 KEY PRIMARY INSIGHTS

FIGURE 25 32-BIT VCU IS CAPABLE OF PERFORMING DISTINCT VEHICLE  
ELECTRONICS FUNCTIONS

FIGURE 26 KEY PRIMARY INSIGHTS

FIGURE 27 36/48V SEGMENT TO GROW AT A HIGHER CAGR DUE TO  
INCREASED

DEMAND FOR ADVANCED VCU IN FUTURE, 2019–2027 (THOUSAND UNITS)

FIGURE 28 KEY PRIMARY INSIGHTS

FIGURE 29 SOFTWARE SEGMENT TO GROW AT A HIGHER CAGR DURING  
THE FORECAST PERIOD, 2019–2027 (USD MILLION)

FIGURE 30 KEY PRIMARY INSIGHTS

FIGURE 31 ELECTRIC MOTORCYCLE SEGMENT TO GROW AT A HIGHER CAGR  
DURING

THE FORECAST PERIOD, 2019–2027 (USD THOUSAND)

FIGURE 32 KEY PRIMARY INSIGHTS

FIGURE 33 VEHICLE CONTROL UNIT MARKET, BY OFF-HIGHWAY ELECTRIC  
VEHICLE TYPE, 2019 VS. 2027

FIGURE 34 KEY PRIMARY INSIGHTS

FIGURE 35 VEHICLE CONTROL UNIT MARKET, BY REGION, 2019 VS. 2027 (USD  
MILLION)

FIGURE 36 ASIA PACIFIC: VEHICLE CONTROL UNIT MARKET SNAPSHOT

FIGURE 37 EUROPE: VEHICLE CONTROL UNIT MARKET, BY COUNTRY, 2019 VS.  
2027 (USD MILLION)

FIGURE 38 NORTH AMERICA: VEHICLE CONTROL UNIT MARKET SNAPSHOT

FIGURE 39 KEY DEVELOPMENTS BY LEADING PLAYERS, 2016–2019

FIGURE 40 MARKET RANKING 2018

FIGURE 41 VEHICLE CONTROL UNIT MARKET: COMPETITIVE LEADERSHIP  
MAPPING, 2019

FIGURE 42 ROBERT BOSCH GMBH.: COMPANY SNAPSHOT

FIGURE 43 ROBERT BOSCH GMBH: SWOT ANALYSIS

FIGURE 44 CONTINENTAL AG: COMPANY SNAPSHOT

FIGURE 45 CONTINENTAL AG: SWOT ANALYSIS

FIGURE 46 TEXAS INSTRUMENTS: COMPANY SNAPSHOT

FIGURE 47 TEXAS INSTRUMENTS: SWOT ANALYSIS

FIGURE 48 MITSUBISHI ELECTRIC CORPORATION: COMPANY SNAPSHOT



FIGURE 49 MITSUBISHI ELECTRIC CORPORATION: SWOT ANALYSIS

FIGURE 50 STMICROELECTRONICS: COMPANY SNAPSHOT

FIGURE 51 STMICROELECTRONICS: SWOT ANALYSIS

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