

Automotive IoT Market Outlook Report: Industry Size, Market Shares Data, Latest Trends, Insights, Growth Potential, CAGR Forecasts to 2034

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Abstracts

The Global Automotive IoT Market valued at USD 19. billion in 2024, is expected to grow by 23.4% CAGR to reach market size worth USD 158.8 billion by 2034.

The Automotive IoT market is rapidly transforming the automotive landscape, connecting vehicles, infrastructure, and drivers in unprecedented ways. This report provides a comprehensive overview of this dynamic market, exploring the latest technologies, trends, and challenges shaping its future. It examines how the integration of IoT devices and sensors within vehicles is driving advancements in areas like vehicle safety, driver assistance, fleet management, and connected services, highlighting the vast potential of automotive IoT to revolutionize the driving experience.

Market Introduction:

Automotive IoT involves the integration of various sensors, actuators, and communication technologies within vehicles to enable data exchange and remote monitoring. This connectivity allows vehicles to interact with each other, infrastructure, and cloud platforms, unlocking a range of possibilities for enhancing safety, optimizing performance, and creating personalized driving experiences. In 2024, the Automotive IoT market witnessed significant advancements with the increasing adoption of 5G connectivity, offering faster data speeds and lower latency for real-time data exchange between vehicles and the cloud. This enhanced connectivity enabled the development of more sophisticated applications, including advanced driver-assistance systems (ADAS), remote diagnostics, and over-the-air (OTA) software updates. The industry is embracing the power of connectivity to optimize vehicle operations and improve the overall driving experience.

Market Overview:

Building on the progress of 2024, the Automotive IoT market is poised for continued growth in 2025 and beyond. The increasing adoption of connected and autonomous vehicles, coupled with the growing demand for enhanced safety and convenience features, are key drivers for this expansion. Furthermore, the development of new data analytics and machine learning (ML) techniques allows for the extraction of valuable insights from vehicle data, optimizing vehicle performance, improving safety, and enhancing the overall driving experience. As the automotive industry embraces electrification and connectivity, the market is expected to witness a wider adoption of IoT solutions across various vehicle segments, leading to a more interconnected and intelligent automotive ecosystem. The future of driving is connected, and the Automotive IoT market is at the forefront of this transformation.

The Global Automotive IoT Market Analysis Report will provide a comprehensive assessment of business dynamics, offering detailed insights into how companies can navigate the evolving landscape to maximize their market potential through 2034. This analysis will be crucial for stakeholders aiming to align with the latest industry trends and capitalize on emerging market opportunities.

Automotive IoT Market Strategy, Price Trends, Drivers, Challenges and Opportunities to 2034

In terms of market strategy, price trends, drivers, challenges, and opportunities from 2025 to 2034, Automotive IoT market players are directing investments toward acquiring new technologies, securing raw materials through efficient procurement and inventory management, enhancing product portfolios, and leveraging capabilities to sustain growth amidst challenging conditions. Regional-specific strategies are being emphasized due to highly varying economic and social challenges across countries.

Factors such as global economic slowdown, the impact of geopolitical tensions, delayed growth in specific regions, and the risks of stagflation necessitate a vigilant and forward-looking approach among Automotive IoT industry players. Adaptations in supply chain dynamics and the growing emphasis on cleaner and sustainable practices further drive strategic shifts within companies.

The market study delivers a comprehensive overview of current trends and developments in the Automotive IoT industry, complemented by detailed descriptive and prescriptive analyses for insights into the market landscape until 2034.

North America Automotive IoT Market Analysis

The North American Automotive IoT market experienced significant developments in

2024, driven by the rapid adoption of advanced automotive technologies such as electric vehicle telematics, artificial intelligence, and blockchain solutions. The region has become a hub for innovation in automotive IoT, autonomous driving, and electrification, supported by favorable regulatory frameworks and increasing investments in R&D. The Automotive IoT market is projected to witness robust growth from 2025, fueled by the expansion of EV charging infrastructure, rising demand for smart mobility solutions, and advancements in lightweight materials like copper busbars and tire fabrics. Key players are enhancing their competitive edge through strategic partnerships and product diversification, focusing on sustainability and energy efficiency. The market landscape remains dynamic with a high degree of competition, marked by major OEMs and emerging startups leveraging digital transformation to address evolving consumer demands.

Europe Automotive IoT Market Analysis

In 2024, the European Automotive IoT market showcased a strong focus on sustainability, aligning with stringent environmental regulations and the European Green Deal. Key developments included advancements in electric vehicle components, such as HVAC compressors and turbochargers, alongside innovations in AI-powered automotive technologies and smart mobility solutions. Anticipated growth from 2025 is underpinned by increased electrification in the automotive sector, expansion of bike and scooter-sharing telematics, and the deployment of second-life EV batteries. The region's automotive giants are collaborating with technology providers to enhance vehicle connectivity and automation. The competitive landscape is shaped by a mix of established players and innovative disruptors, as the market transitions towards circular economy models and next-generation mobility solutions.

Asia-Pacific Automotive IoT Market Analysis

The Asia-Pacific Automotive IoT market recorded exceptional progress in 2024, primarily driven by booming EV adoption, urbanization, and rising disposable incomes. Developments spanned automotive powertrain sensors, AI-driven telematics, and tire cord innovations catering to high-performance vehicles. Growth projections for 2025 are bolstered by government incentives for EV manufacturing, rapid advancements in semiconductor technologies, and the integration of IoT across automotive applications. The competitive landscape is characterized by a strong presence of regional manufacturers and global players expanding operations to cater to this high-potential market. China and India remain focal points, with escalating demand for smart, connected, and sustainable automotive solutions.

Middle East, Africa, South America Automotive IoT Market Analysis

The Automotive IoT market across the Rest of the World (RoW) witnessed steady advancements in 2024, driven by growing investments in automotive refinish coatings, reverse logistics, and railcar leasing for freight transportation. Markets in Latin America and the Middle East are positioning themselves as emerging hubs for smart mobility and automotive blockchain technologies. Expected growth from 2025 will be driven by rising industrialization, improved logistics networks, and adoption of second-life EV batteries to address sustainability challenges. Competitive dynamics in the RoW are defined by niche players catering to local demands and global manufacturers exploring untapped markets. The focus remains on affordability, customization, and fostering innovation to navigate diverse market conditions.

Automotive IoT Market Dynamics and Future Analytics

The research analyses the Automotive IoT parent market, derived market, intermediaries' market, raw material market, and substitute market are all evaluated to better prospect the Automotive IoT market outlook. Geopolitical analysis, demographic analysis, and Porter's five forces analysis are prudently assessed to estimate the best Automotive IoT market projections.

Recent deals and developments are considered for their potential impact on Automotive IoT's future business. Other metrics analyzed include the Threat of New Entrants, Threat of New Substitutes, Product Differentiation, Degree of Competition, Number of Suppliers, Distribution Channel, Capital Needed, Entry Barriers, Govt. Regulations, Beneficial Alternative, and Cost of Substitute in Automotive IoT market.

Automotive IoT trade and price analysis helps comprehend Automotive IoT's international market scenario with top exporters/suppliers and top importers/customer information. The data and analysis assist our clients in planning procurement, identifying potential vendors/clients to associate with, understanding Automotive IoT price trends and patterns, and exploring new Automotive IoT sales channels. The research will be updated to the latest month to include the impact of the latest developments such as the Russia-Ukraine war on the Automotive IoT market.

Automotive IoT Market Structure, Competitive Intelligence and Key Winning Strategies

The report presents detailed profiles of top companies operating in the Automotive IoT market and players serving the Automotive IoT value chain along with their strategies for the near, medium, and long term period.

OGAnalysis' proprietary company revenue and product analysis model unveils the

Automotive IoT market structure and competitive landscape. Company profiles of key players with a business description, product portfolio, SWOT analysis, Financial Analysis, and key strategies are covered in the report. It identifies top-performing Automotive IoT products in global and regional markets. New Product Launches, Investment & Funding updates, Mergers & Acquisitions, Collaboration & Partnership, Awards and Agreements, Expansion, and other developments give our clients the Automotive IoT market update to stay ahead of the competition.

Company offerings in different segments across Asia-Pacific, Europe, the Middle East, Africa, and South and Central America are presented to better understand the company strategy for the Automotive IoT market. The competition analysis enables users to assess competitor strategies and helps align their capabilities and resources for future growth prospects to improve their market share.

Automotive IoT Market Research Scope

- Global Automotive IoT market size and growth projections (CAGR), 2024- 2034
- Policies of USA New President Trump, Russia-Ukraine War, Israel-Palestine, Middle East Tensions Impact on the Automotive IoT Trade and Supply-chain
- Automotive IoT market size, share, and outlook across 5 regions and 27 countries, 2023- 2034
- Automotive IoT market size, CAGR, and Market Share of key products, applications, and end-user verticals, 2023- 2034
- Short and long-term Automotive IoT market trends, drivers, restraints, and opportunities
- Porter's Five Forces analysis, Technological developments in the Automotive IoT market, Automotive IoT supply chain analysis
- Automotive IoT trade analysis, Automotive IoT market price analysis, Automotive IoT supply/demand
- Profiles of 5 leading companies in the industry- overview, key strategies, financials, and products
- Latest Automotive IoT market news and developments

The Automotive IoT Market international scenario is well established in the report with separate chapters on North America Automotive IoT Market, Europe Automotive IoT Market, Asia-Pacific Automotive IoT Market, Middle East and Africa Automotive IoT Market, and South and Central America Automotive IoT Markets. These sections further fragment the regional Automotive IoT market by type, application, end-user, and country.

Countries Covered

North America Automotive IoT market data and outlook to 2034

United States
Canada
Mexico

Europe Automotive IoT market data and outlook to 2034

Germany
United Kingdom
France
Italy
Spain
BeNeLux
Russia

Asia-Pacific Automotive IoT market data and outlook to 2034

China
Japan
India
South Korea
Australia
Indonesia
Malaysia
Vietnam

Middle East and Africa Automotive IoT market data and outlook to 2034

Saudi Arabia
South Africa
Iran
UAE
Egypt

South and Central America Automotive IoT market data and outlook to 2034

Brazil
Argentina
Chile
Peru

* We can include data and analysis of additional countries on demand

Who can benefit from this research

The research would help top management/strategy formulators/business/product development/sales managers and investors in this market in the following ways

1. The report provides 2024 Automotive IoT market sales data at the global, regional, and key country levels with a detailed outlook to 2034 allowing companies to calculate their market share and analyze prospects, uncover new markets, and plan market entry strategy.
2. The research includes the Automotive IoT market split into different types and applications. This segmentation helps managers plan their products and budgets based on the future growth rates of each segment
3. The Automotive IoT market study helps stakeholders understand the breadth and stance of the market giving them information on key drivers, restraints, challenges, and growth opportunities of the market and mitigating risks
4. This report would help top management understand competition better with a detailed SWOT analysis and key strategies of their competitors, and plan their position in the business
5. The study assists investors in analyzing Automotive IoT business prospects by region, key countries, and top companies' information to channel their investments.

Available Customizations

The standard syndicate report is designed to serve the common interests of Automotive IoT Market players across the value chain and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below –

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Automotive IoT Pricing and Margins Across the Supply Chain, Automotive IoT Price Analysis / International Trade Data / Import-Export Analysis, Supply Chain Analysis, Supply – Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Automotive IoT market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their

requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

Note: Latest developments will be updated in the report and delivered within 2 to 3 working days

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