

Connected Car Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Connected Car Market Summary

Introduction

Connected cars, equipped with IoT and telematics for real-time data and connectivity, enhance safety, navigation, and entertainment. The market is driven by rising smart vehicle sales, with 50 million connected cars sold globally in 2023, and consumer demand for advanced features. Innovations in 5G, AI, and V2X communication fuel growth. The global connected car market is projected to reach USD 10.0–15.0 billion in 2025, with a CAGR of 9%–14% through 2030.

Regional Analysis

North America: The U.S. leads with high consumer demand for smart features, while Canada focuses on safety systems.

Europe: Germany and the UK drive demand due to advanced automotive industries and regulations.

Asia Pacific: China and Japan grow with connected car production, while India emphasizes affordable solutions.

Rest of the World: Brazil and the Middle East expand through luxury vehicle markets.

Application Analysis

OEM: Expected growth of 9.2%–14.2%, driven by factory-installed systems. Trends focus on 5G integration.

Aftermarket: Projected growth of 8.8%–13.8%, with demand for retrofitted connectivity solutions.

Type Analysis

Integrated: Expected growth of 9.3%–14.3%, valued for seamless user experience. Trends emphasize infotainment.

Embedded: Projected growth of 9.0%–14.0%, driven by regulatory mandates like eCall.

Tethered: Growth of 8.8%–13.8%, used for cost-effective connectivity via smartphones.

Key Market Players

Leading firms include ALE, offering telematics; Apple Inc., focusing on infotainment; Continental AG, specializing in V2X; AT&T Intellectual Property, BMW AG, Geotab, Ford Motor Company, AUDI AG, Aptiv, General Motors, Google LLC, and NXP Semiconductors, innovating in AI and 5G solutions.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to high R&D costs, though tech firms can disrupt.

Threat of Substitutes: Low, as connected features are integral to modern vehicles.

Bargaining Power of Buyers: Moderate, with automakers seeking advanced, cost-effective systems.

Bargaining Power of Suppliers: Low, due to multiple tech providers.

Competitive Rivalry: High, with competition on connectivity, AI, and cost.

Market Opportunities and Challenges

Opportunities:

Rising connected car sales (50 million units) and 5G adoption drive demand.

Regulatory mandates and Asia's automotive growth enhance sales.

Challenges:

High integration costs and cybersecurity concerns limit scalability.

Regulatory variations pose hurdles.

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