

# Global Automotive Software Over The Air Market Research Report 2023

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## Abstracts

Software-over-the-air refers to the wireless transfer, via a cellular connection or Wi-Fi, of new software, software patches, configuration settings, and critical features to smart devices, and automotive, among others. Software-over-the-air is usually downloaded as a delta file instead of transferring a full software installation file i.e.; the provider sends only the part that is required to be changed. This results in reduced download time and decreased distribution costs.

According to QYResearch's new survey, global Automotive Software Over The Air market is projected to reach US\$ 2009.2 million in 2029, increasing from US\$ 935 million in 2022, with the CAGR of 11.6% during the period of 2023 to 2029. Influencing issues, such as economy environments, COVID-19 and Russia-Ukraine War, have led to great market fluctuations in the past few years and are considered comprehensively in the whole Automotive Software Over The Air market research.

Automotive is a key driver of this industry. According to data from the World Automobile Organization (OICA), global automobile production and sales in 2017 reached their peak in the past 10 years, at 97.3 million and 95.89 million respectively. In 2018, the global economic expansion ended, and the global auto market declined as a whole. In 2022, there will wear units 81.6 million vehicles in the world. At present, more than 90% of the world's automobiles are concentrated in the three continents of Asia, Europe and North America, of which Asia automobile production accounts for 56% of the world, Europe accounts for 20%, and North America accounts for 16%. The world major automobile producing countries include China, the United States, Japan, South Korea, Germany, India, Mexico, and other countries; among them, China is the largest automobile producing country in the world, accounting for about 32%. Japan is the world's largest car exporter, exporting more than 3.5 million vehicles in 2022.

## Report Scope

This report, based on historical analysis (2018-2022) and forecast calculation (2023-2029), aims to help readers to get a comprehensive understanding of global Automotive Software Over The Air market with multiple angles, which provides sufficient supports to readers' strategy and decision making.

## By Company

Harman

Abupdate

CAROTA

Desay SV

Aptiv

Wind River

Robert Bosch

Continental

ZF Friedrichshafen

DENSO

Faurecia

Ningbo Joyson Electronic

Thunder Software Tech

## Segment by Type

Cellular

Wi-Fi

### Segment by Application

Passenger Vehicle

Commercial Vehicle

### By Region

North America

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

The Automotive Software Over The Air report covers below items:

Chapter 1: Product Basic Information (Definition, Type and Application)

Chapter 2: Global market size, regional market size. Market Opportunities and Challenges

Chapter 3: Companies' Competition Patterns

Chapter 4: Product Type Analysis

Chapter 5: Product Application Analysis

Chapter 6 to 10: Country Level Value Analysis

Chapter 11: Companies' Outline

Chapter 12: Market Conclusions

Chapter 13: Research Methodology and Data Source

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