

# Global 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 Software Over The Air market is projected to reach US\$ 5345.5 million in 2029, increasing from US\$ 2536 million in 2022, with the CAGR of 11.3% 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 Software Over The Air market research.

At present, the global communications industry is developing rapidly, with new technology highlights such as meta-universe, 5G, cloud technology application, artificial intelligence and big data, etc., which have become the main driving force for the rapid updating and iteration of the communications industry. From the perspective of competition, the industry concentration of each segment of the global communications industry is relatively high at present, and the leading companies are mainly concentrated in China and the United States. And as the R&D investment of the leading companies increases, and the related technology development becomes more and more mature, the healthy competition and cooperation among the enterprises is expected to boost the scale of the global communications industry to further increase. According to our research, the global communications industry market size in 2022 will be about 286.1 billion U.S. dollars.

## 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 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

Telecom

Automotive

Aviation

Healthcare

Retail

Others

## 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 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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