

# **Automotive End-Point Authentication Market (By Authentication Type- Biometric Vehicle Access, Smart Phone Application, Wearables. By Connectivity Type – Cellular Network, WiFi and Bluetooth. By Vehicle- Electric and Hybrid Vehicle and Conventional Vehicle) – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2016 – 2025**

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## **Abstracts**

End-point authentication for automotive is a kind of mechanism that is used to verify or detect a network's external source or any connecting device. This end-point authentication not only helps in identifying the user but also helps in identifying the connecting device that is logged on to the device. The stringent government regulations regarding the vehicle safety and installation of connected devices for autonomous driving are some of the major factors driving the growth of the automotive end-point authentication market. The end point authentication are available for different features like ADAS (advance driver assistance system), real time diagnostic monitoring, navigation, service updates and maintenance and car lock status. By the utilization of security systems, authentication mechanism are executed, that identifies and grants access to particular network environment. Additionally, the rise in growth for smartphone application market is also augmenting the market growth for end-point authentication. Moreover, in automotive sector, the Biometric Application programming Interface (BioAPI) would certainly boost the market growth for end-point authentication during the forecast period of 2017-2025.

End-point authentication offer wide range of benefits in the automotive sector. These benefits may include service and maintenance updates, navigation, battery status, door lock status and others. Further down, end-point authentication market is gaining traction

due to rising demand for electric vehicles, increase in use of smartphones which has remarkably increased the requirement for assistance featured cars. Recently, smartphone application and navigation is holding the maximum demand and with this automotive wearables are also on a verge to gain traction in this market. In recent years, the continuous improvement in wearable technology and also biometrics are expected to fuel the growth of the automotive end-point authentication market over the projection period.

The automotive end-point authentication market in report is segmented by authentication type which includes biometric vehicle access, smart phone application and wearables. the report is further segmented by connectivity type which includes cellular network, WiFi, and Bluetooth. Moreover, on the basis of vehicle the automotive end-point authentication market is segmented as electric and hybrid vehicles and conventional vehicles. The global automotive end-point authentication market has been moreover segmented geographically into North America, Europe, Asia-Pacific, Middle East and Africa and Latin America.

Automotive end-point authentication is a new kind of technology and is expected to grow at a high rate with the increase in automobile sector across the globe. End-point authentication will be one of the major trends to gain traction in this market in the upcoming years. the end-point authentication technology used in automobiles also prevents damages and theft of the vehicle. In several countries, the rapid increasing demand for hybrid and electric vehicles is also augmenting the demand for automotive end-point authentication.

Some of the major players in the automotive end-point authentication market are Symantec Corporation, Hitachi Ltd., Garmin Ltd., Samsung Electronics Co. Ltd., Synaptics Incorporated, Continental AG, and Fujitsu.

#### Global Automotive end-point authentication Market: By Authentication Type

Biometric Vehicle Access

Smart Phone Application

Wearables

#### Global Automotive end-point authentication Market: By Connectivity Type

Cellular Network

WiFi

Bluetooth

## Global Automotive end-point authentication Market: By Vehicle

Electric and Hybrid Vehicle

Conventional Vehicle

## Global Automotive end-point authentication Market: By Geography

North America

U.S.

Canada

Mexico

Europe

U.K.

France

Germany

Rest of Europe

Asia Pacific

India

China

Japan

Rest of Asia Pacific

Middle East and Africa

South Africa

Rest of Middle East and Africa

Latin America

Brazil

Rest of Latin America

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