

Automotive Data Acquisition Market Forecasts to 2034 – Global Analysis By Component (Hardware, Software, and Services), Vehicle Type (Passenger Vehicles, Commercial Vehicles, Electric Vehicles, Autonomous Vehicles, and Off-Highway Vehicles), Propulsion Type, Data Acquisition Type, Deployment Mode, Connectivity, Communication Protocol, Application, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Automotive Data Acquisition Market is accounted for \$5.3 billion in 2026 and is expected to reach \$10.3 billion by 2034 growing at a CAGR of 8.7% during the forecast period. Automotive data acquisition refers to the systematic collection, measurement, and recording of vehicle parameters such as speed, temperature, vibration, emissions, and sensor inputs for analysis and optimization. These systems are essential for vehicle testing, validation, diagnostics, and autonomous driving development across the automotive industry. The market encompasses hardware modules, software platforms, and integrated solutions deployed in research laboratories, proving grounds, and real-world driving environments. As vehicles become increasingly software-defined and data-intensive, the demand for high-fidelity data acquisition solutions continues to expand rapidly.

Market Dynamics:

Driver:

Rising development of autonomous and connected vehicles

The automotive industry's accelerated push toward self-driving technology creates unprecedented demand for sophisticated data acquisition systems. Autonomous vehicles generate terabytes of data per hour from cameras, LiDAR, radar, and ultrasonic sensors, requiring robust acquisition platforms to capture, synchronize, and store this information for algorithm training and validation. Engineering teams need precise time-stamped data streams to correlate sensor inputs with vehicle responses in diverse driving scenarios. This data-intensive development cycle, combined with the need for continuous over-the-air updates and real-world fleet learning, drives sustained investment in high-bandwidth, reliable data acquisition infrastructure across both legacy automakers and technology entrants.

Restraint:

High implementation and infrastructure costs

Deploying comprehensive data acquisition systems presents significant financial barriers, particularly for small and medium-sized automotive suppliers and testing facilities. High-precision sensors, synchronization hardware, high-speed data loggers, and robust storage solutions require substantial capital investment. Additionally, the post-processing analysis demands powerful computing resources and specialized software licenses. Calibration and maintenance of these systems add recurring operational expenses. For vehicle manufacturers operating on tight profit margins, balancing the need for extensive data collection against cost constraints remains challenging, potentially limiting adoption among lower-tier suppliers and in price-sensitive vehicle development programs.

Opportunity:

Integration of edge computing and AI-driven analytics

Processing data directly at the collection source before transmission is revolutionizing automotive data acquisition by reducing bandwidth requirements and enabling real-time insights. Edge computing modules integrated into data loggers can filter noise, compress relevant signals, and trigger alerts based on predefined thresholds without cloud connectivity. AI algorithms running on these edge devices can detect anomalies in vehicle behavior, predict component failures, and optimize data storage by retaining only meaningful events. This smart acquisition approach lowers infrastructure costs, accelerates testing cycles, and enables new applications such as predictive

maintenance in commercial fleets, creating substantial opportunities for innovation across the market.

Threat:

Cybersecurity vulnerabilities in connected systems

As data acquisition systems become more interconnected with cloud platforms and vehicle networks, they present expanding attack surfaces for malicious actors. Unauthorized access to vehicle test data could expose proprietary engineering information, while compromised acquisition modules might inject false sensor readings, leading to flawed development decisions. The increasing adoption of wireless data transfer and over-the-air updates introduces additional entry points for cyber threats. This vulnerability landscape creates hesitation among risk-averse automotive manufacturers, potentially slowing the integration of more advanced, cloud-connected acquisition solutions and forcing suppliers to invest heavily in security measures that increase product costs.

Covid-19 Impact:

The COVID-19 pandemic caused significant disruption to automotive data acquisition markets through temporary closures of testing facilities and reduced vehicle development programs. Lockdowns halted physical testing activities, delaying validation timelines for new models and autonomous driving features. However, the crisis accelerated the shift toward virtual testing and simulation-based development, which still requires real-world data for model calibration. Remote data acquisition capabilities gained importance as engineering teams worked from home, driving demand for cloud-accessible data platforms. Post-pandemic recovery has been robust, with pent-up development demand and increased focus on software-defined vehicles fueling renewed investment in next-generation data acquisition infrastructure.

The Passenger Vehicles segment is expected to be the largest during the forecast period

The Passenger Vehicles segment is expected to account for the largest market share during the forecast period, reflecting the sheer volume of cars produced annually and the extensive testing requirements for consumer safety and emissions compliance. Passenger vehicle manufacturers conduct rigorous validation across temperature extremes, road surfaces, and driving cycles to meet regulatory standards and customer

expectations. Data acquisition systems are deployed in prototype testing, durability runs, and production validation for every new model. The segment's dominance is further reinforced by the integration of advanced driver assistance systems and infotainment features in mass-market vehicles, each requiring extensive data collection during development phases across global automotive markets.

The Battery Electric Vehicles segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Battery Electric Vehicles segment is predicted to witness the highest growth rate, driven by the global transition toward zero-emission mobility and the unique data acquisition challenges posed by electric powertrains. Electric vehicles require specialized measurement of battery cell voltages, temperatures, current flows, thermal management efficiency, and regenerative braking performance throughout development and real-world operation. The rapid evolution of battery chemistries and charging protocols necessitates continuous data collection for range optimization and safety validation. As governments worldwide implement ICE phase-out timelines and automakers commit to electric portfolios, the volume of EV development programs expands dramatically, propelling unprecedented growth in dedicated data acquisition solutions for this propulsion category.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, underpinned by the presence of major automotive OEMs, advanced testing infrastructure, and substantial investment in autonomous vehicle development. The United States hosts numerous proving grounds, university research centers, and technology startups focused on automotive data systems. Strong regulatory frameworks for emissions testing, safety compliance, and fuel economy standards mandate rigorous data collection across vehicle development cycles. Additionally, the region's leadership in electric and autonomous vehicle startups creates concentrated demand for cutting-edge acquisition equipment. This combination of industrial scale, technological maturity, and regulatory requirements ensures North America maintains its dominant market position throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by the world's largest vehicle production base and rapid electrification

programs across China, Japan, South Korea, and India. China's aggressive electric vehicle mandates and government-backed autonomous driving initiatives drive massive investment in local testing and validation infrastructure. Japanese and Korean automakers continue to develop next-generation data acquisition capabilities for connected and electrified vehicles. The region's cost-competitive manufacturing environment also hosts numerous data acquisition hardware suppliers serving global markets. As vehicle development shifts toward Asia-Pacific-centric programs and export-oriented production expands, the region emerges as the fastest-growing market for automotive data acquisition solutions.

Key players in the market

Some of the key players in Automotive Data Acquisition Market include Robert Bosch GmbH, Continental AG, Vector Informatik GmbH, National Instruments Corporation, HORIBA Ltd., MTS Systems Corporation, Dewesoft d.o.o., HBK, Siemens AG, ETAS GmbH, AVL List GmbH, Racelogic Ltd., Kistler Group, Meggitt PLC, Keysight Technologies, Yokogawa Electric Corporation, Pico Technology, and Intrepid Control Systems Inc.

Key Developments:

In April 2026, Siemens announced significant expansions to its Industrial Edge ecosystem at Hannover Messe. The update focuses on the seamless integration of IT and Operational Technology (OT), specifically introducing WinCC Unified for decentralized data acquisition and SCADA applications.

In April 2026, Bosch and Qualcomm expanded their strategic partnership to include advanced ADAS (Advanced Driver Assistance Systems) solutions. The collaboration integrates Bosch's vehicle computer architecture with Qualcomm's Snapdragon Ride platform to scale intelligent, automated driving technology across global markets.

In May 2025, At NI Connect, National Instruments (NI) Corporation (under Emerson) unveiled an expanded Data Acquisition (DAQ) line, including a new CompactDAQ system featuring USB-C connectivity and the NI FieldDAQ designed for extreme waterproof (IP67) environments in vehicle testing.

Components Covered:

Hardware

Software

Services

Vehicle Types Covered:

Passenger Vehicles

Commercial Vehicles

Electric Vehicles

Autonomous Vehicles

Off-Highway Vehicles

Propulsion Types Covered:

Internal Combustion Engine Vehicles

Hybrid Vehicles

Battery Electric Vehicles

Fuel Cell Electric Vehicles

Data Acquisition Types Covered:

On-Board Data Acquisition

Off-Board Data Acquisition

Remote Data Acquisition

Real-Time Data Acquisition

Cloud-Based Data Acquisition

Deployment Modes Covered:

Embedded Systems

Standalone Systems

Cloud Deployment

On-Premise Deployment

Hybrid Deployment

Connectivity's Covered:

Wired Connectivity

Wireless Connectivity

Communication Protocols Covered:

CAN

CAN FD

LIN

FlexRay

Automotive Ethernet

MOST

Other Proprietary Protocols

Applications Covered:

Powertrain Testing

Battery Testing and Monitoring

ADAS Validation

Autonomous Vehicle Testing

Vehicle Diagnostics

Predictive Maintenance

Fleet Management

Emission Testing

Crash Testing

ECU Calibration and Validation

Vehicle Performance Optimization

Infotainment System Testing

Connected Vehicle Monitoring

End Users Covered:

Automotive OEMs

Tier-1 Suppliers

Automotive Testing Laboratories

Fleet Operators

Research Institutions

Motorsport Organizations

Government and Regulatory Agencies

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments

- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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