

Automotive Electronic Control Unit (ECU) - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Automotive Electronic Control Unit (ECU) market is expected to grow from \$45.08 billion in 2017 to reach \$108.95 billion by 2026 with a CAGR of 10.3%. Increasing demand of automotives, stringent safety regulations set by government and growing demand for technologically advanced vehicles like hybrid cars are some of the key factors fueling the market growth. However, growing complexities and number of ECUS, increasing consumer preference towards BYOD (Bring Your Own Device) are hindering the growth of the market.

AECU is an embedded system that controls electrical components in vehicles. Automotive ECU or Electronic Control Unit is a family of computer systems that controls and maintains the entirety of electronic, electrical and mechanical systems of a vehicle. Automotive functions ranging from the movement of the windows to the amount of air-fuel mixture required for each engine cylinder has an ECU system embedded with it which is recorded, analyzed and stored in the microcontroller. Technological advancements in automotive technology have led to an increase in implementation of complex ECUs in a vehicle.

Based on Vehicle Type, the passenger cars segment acquired significant growth during the forecast period. The growth is attributed to increase in demand for automotive such as mid-range cars and high-end cars in developing regions. Asia Pacific dominated the market throughout the forecast period. The growth in this region is attributed to the increasing access of high-end luxury vehicles along with the rising focus in manufacturing automated vehicles with complex driver assistance and active & passive safety features.

Some of the key players in the Automotive Electronic Control Unit (ECU) market are

Robert Bosch, Hitachi Automotive, Continental, Mitsubishi Electric Co., Takata Corporation, Hyundai Mobis, Calsonic Kansei Co., Denso, Delphi Automotive, Magneti Marelli Spa, Autoliv Inc, ZF TRW Automotive, Dow Corning, Infineon Technologies AG and Texas Instruments.

Vehicle Types Covered:

Heavy Commercial Vehicles

Light Commercial Vehicles

Passenger vehicles

Types Covered:

Telematics Control Unit

Suspension Control Module

Brake Control Module

Engine Control Unit

Transmission Control Module

Powertrain Control Module

Climate Control Module

Steering Control Module

Electronic Braking Control Module

Airbag Control Module

Safety and Security

Entertainment

Chassis Electronics

End Users Covered:

Aftermarket

Original Equipment Manufacturer

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

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.

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