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Automotive Software - Global Market Outlook (2017-2026)

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Abstracts

According to Stratistics MRC, the Global Automotive Software Market is accounted for $15.53 billion in 2017 and is expected to reach $82.58 billion by 2026 growing at a CAGR of 20.4% during the forecast period. Factors such as increasing demand for a number of connected cars and growing electronic applications in vehicles are fuelling market growth. However, the lack of standard protocols to develop software platforms is hampering the market.

Automotive software is a set of orders that helps the user interact with fundamental in-vehicle hardware and also do control functions in a vehicle. It focuses on the growing trend to sensor fusion, automotive haptics, and adoption of the onboard vehicle health monitoring and diagnostic system.

By Vehicle Type, Passenger Vehicles segment is expected to remain attractive during the forecast period. An increasing the number of vehicle production and the use of multifaceted electronic content will be driving the market for passenger vehicles. By Geography, The Asia Pacific has a significant growth due to emerged as a hub for automobile production and increasing demand for advanced software to be used in new automotive systems.

Some of the key players profiled in the Automotive Software Market include NXP, Aimotive, Airbiquity, Apple, Autonet Mobile, Blackberry, Elektrobit, Google, Green Hills Software, Kpit Technologies, Luxoft, Microsoft Corporation, NVIDIA, Renesas Electronics, Rightware, Robert Bosch, Saferide Technologies Ltd, Sigma Software Group, Vector Informatik and Wind River System.

Software’s Covered:

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- Autonomous Driving Software
- Safety & Security Software
- Vehicle Management Software
- Navigation Software
- Entertainment Software
- Connectivity Software
- Auto Mechanical Software

Systems Covered:

- Advanced Driver-Assistance Systems (ADAS) & Safety Systems
- Body Control & Comfort Systems
- Communication Systems
- Infotainment Systems
- Powertrain Systems
- Telematics Systems
- Chassis

Vehicle Types Covered:

- Commercial Vehicles
- Passenger Vehicles

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Electric Vehicles Covered:

- Plug-In Hybrid Electric Vehicle (PHEV)
- Hybrid Electric Vehicle (HEV)
- Battery Electric Vehicle (BEV)
- Internal Combustion Engines (ICE)

Applications Covered:

- Engine Management System (EMS)
- Anti-Lock Braking System (ABS)
- Airbag Control
- Car Navigation System
- Music System
- Mobility Service

End Users Covered:

- Manufacturer Retail Store
- Automotive Dealer
- Automotive Repair Store
- Auto Part Wholesaler & Agent

Regions Covered:

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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

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- 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

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- 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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