

Automotive Vehicle-To-Everything Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Communication Type (Vehicle-To-Vehicle (V2V), Vehicle-To-Infrastructure (V2I), Vehicle-To-Pedestrian (V2P), Vehicle-To-Home (V2H), Vehicle-To-Grid (V2G), Vehicle-To-Network (V2N)), By Connectivity Type (DSRC, Cellular Connectivity), By Vehicle Type (Passenger Cars, Commercial Vehicles), By Region, Competition 2018-2028

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Abstracts

Global Automotive Vehicle-to-Everything market was valued at USD 2.334 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 34.17% through 2028. The Global Automotive Vehicle-to-Everything (V2X) Market is experiencing significant growth, primarily driven by the increasing demand for advanced safety features in vehicles. As the need for safer transportation rises, the automotive industry is witnessing a surge in connectivity solutions and government initiatives towards developing smart cities and intelligent transportation systems. V2X technology, which encompasses Vehicle-to-Vehicle (V2V), Vehicle-to-Infrastructure (V2I), and Vehicle-to-Pedestrian (V2P) communication, has emerged as a pivotal component in the journey towards fully autonomous driving. With V2X technology, vehicles can communicate with each other, infrastructure, and pedestrians, creating a network that enhances safety and efficiency on the roads. This communication allows vehicles to exchange real-time information about road conditions, traffic congestion, and potential hazards, enabling drivers to make more informed decisions. Moreover, V2X technology



plays a crucial role in enabling advanced driver assistance systems, such as collision avoidance and cooperative adaptive cruise control, which further enhance the safety and comfort of driving.

In addition to safety benefits, V2X technology also opens up new possibilities for the future of transportation. It enables the development of smart cities, where vehicles and infrastructure work together to optimize traffic flow, reduce congestion, and minimize environmental impact. With V2X, traffic signals can communicate with vehicles to provide optimal routing, and parking systems can guide drivers to available spaces, reducing the time spent searching for parking. Furthermore, V2X technology facilitates the integration of autonomous vehicles into existing transportation systems, paving the way for a future where self-driving cars are a common sight on the roads.

As the automotive industry continues to innovate and embrace V2X technology, we can expect further advancements in safety, efficiency, and overall driving experience. The ongoing development of V2X standards and the increasing collaboration between automotive manufacturers, technology companies, and governments will shape the future of transportation, leading us towards a world of connected, autonomous, and safer mobility.

By enabling real-time communication between vehicles and their surrounding environment, V2X technology plays a crucial role in fostering safer, more efficient, and more comfortable journeys. It allows vehicles to exchange critical information, such as speed, location, and intentions, to prevent accidents and improve traffic flow. Moreover, V2X technology holds the potential to enhance the overall driving experience by enabling seamless coordination between vehicles and traffic infrastructure.

However, despite the immense benefits and opportunities associated with V2X technology, there are certain challenges that need to be addressed. Concerns regarding security and privacy in transmitting sensitive data, as well as the lack of established V2X infrastructure, may pose hurdles to the widespread adoption of this technology. Nonetheless, with ongoing advancements and collaborations in the automotive industry, efforts are being made to overcome these challenges and pave the way for the expansion of the V2X market.

In addition to the aforementioned benefits, V2X technology has the potential to revolutionize various aspects of transportation. For instance, it can greatly improve the efficiency of traffic management systems by providing real-time data on road conditions, congestion, and accidents. This information can be utilized to optimize traffic flow,



minimize travel time, and reduce fuel consumption, leading to greener and more sustainable transportation.

Furthermore, V2X technology can enhance the safety of vulnerable road users, such as pedestrians and cyclists, by enabling vehicles to detect their presence and alert drivers accordingly. This can significantly reduce the number of accidents involving pedestrians and cyclists, making roads safer for everyone.

The continuous development and integration of V2X technology into vehicles and transportation infrastructure are expected to bring about a new era of mobility. As autonomous vehicles become more prevalent, V2X technology will play a crucial role in ensuring their safe and efficient operation. It will enable vehicles to communicate with each other and with the surrounding environment, allowing for better coordination and decision-making on the road.

Overall, the growth and adoption of V2X technology in the automotive industry have the potential to transform the way we travel and experience transportation. With its ability to enhance safety, efficiency, and overall driving experience, V2X technology is poised to shape the future of mobility.

Key Market Drivers

Enhanced Road Safety and Accident Prevention

One of the primary drivers of the Global Automotive Vehicle-to-Everything (V2X) Market is the pursuit of enhanced road safety and accident prevention. V2X communication enables vehicles to exchange real-time data with each other and with roadside infrastructure, creating a connected ecosystem aimed at reducing accidents and improving overall traffic safety.

V2X technology allows vehicles to share information about their speed, location, direction, and intended actions with nearby vehicles and infrastructure. This information is crucial for accident prevention and safety applications. For example, V2X-enabled vehicles can warn each other about potential collisions at intersections, provide alerts about sudden decelerations or obstacles on the road, and even communicate with traffic signals to optimize traffic flow.

As road safety remains a paramount concern worldwide, governments and regulatory bodies are increasingly encouraging the adoption of V2X technology. The potential to



reduce accidents, injuries, and fatalities through V2X communication is a compelling driver for both the automotive industry and consumers.

Advancement of Autonomous and Connected Vehicle Technologies

The advancement of autonomous and connected vehicle technologies is a significant driver of the Global Automotive V2X Market. As the automotive industry moves toward the development and deployment of self-driving and connected vehicles, V2X communication becomes an essential component for their operation.

Autonomous vehicles rely on V2X communication to interact with other vehicles, pedestrians, and infrastructure. V2X technology enhances their ability to make informed decisions, navigate complex traffic scenarios, and adapt to changing conditions. Moreover, connected vehicles use V2X communication to access real-time traffic data, receive updates on road conditions, and connect to smart city infrastructure for improved transportation efficiency.

The progression of autonomous and connected vehicle technologies is propelling the need for V2X infrastructure and solutions. Manufacturers and technology companies are investing heavily in V2X development to create a seamless, interconnected transportation ecosystem, offering a more efficient and safer mobility experience.

Government Initiatives and Regulations

Government initiatives and regulations are strong drivers of the Global Automotive V2X Market. Many countries and regions are actively promoting and regulating V2X technology to address road safety, traffic congestion, and environmental concerns.

Governments are mandating the inclusion of V2X technology in new vehicles and supporting the deployment of V2X infrastructure. Regulatory bodies are specifying technical standards and frequency bands for V2X communication to ensure compatibility and interoperability.

For instance, the United States Federal Communications Commission (FCC) has allocated the 5.9 GHz band for V2X communication. In Europe, the European Telecommunications Standards Institute (ETSI) has developed standards for Intelligent Transport Systems (ITS) using V2X technology.

These government-driven initiatives and regulations are creating a favorable



environment for V2X technology adoption and implementation. They underscore the commitment to improving road safety, reducing traffic congestion, and advancing smart transportation systems.

Traffic Efficiency and Congestion Management

The pursuit of traffic efficiency and congestion management is a compelling driver for the Global Automotive V2X Market. V2X technology enables the optimization of traffic flow and the reduction of congestion in urban and highway environments.

Through V2X communication, vehicles can receive real-time traffic information, including traffic jams, accidents, road closures, and diversions. This data empowers drivers to make informed decisions about route choices, avoiding congestion and traffic bottlenecks.

Additionally, V2X technology supports adaptive traffic signal control. Traffic signals can communicate with vehicles to prioritize traffic flow, reduce idling times, and minimize fuel consumption. This not only improves the overall efficiency of transportation systems but also contributes to reduced greenhouse gas emissions.

As urbanization continues to grow, the need for efficient traffic management becomes more critical. V2X technology plays a pivotal role in achieving these objectives, making it an important driver in the automotive industry.

Environmental Sustainability and Emissions Reduction

Environmental sustainability and emissions reduction are driving factors in the Global Automotive V2X Market. V2X technology supports environmentally conscious transportation initiatives by optimizing vehicle performance and promoting eco-friendly driving practices.

Through V2X communication, vehicles can receive real-time data on traffic conditions and road topology. This information is utilized to implement predictive and adaptive cruise control systems that optimize speed and acceleration profiles, resulting in reduced fuel consumption and emissions.

V2X-enabled traffic management and signal control systems help reduce stop-and-go traffic patterns, further lowering fuel consumption and emissions. Moreover, V2X technology allows electric vehicles (EVs) to interact with charging infrastructure and



locate nearby charging stations, promoting the adoption of eco-friendly mobility solutions.

As environmental concerns, air quality regulations, and sustainability goals become more prominent, the automotive industry is increasingly focused on implementing V2X technology to mitigate the environmental impact of transportation.

Key Market Challenges

Interoperability and Standardization Issues

One of the prominent challenges in the Global Automotive V2X Market is interoperability and standardization issues. V2X communication relies on various technologies and protocols, and the lack of global standards can hinder the seamless exchange of information between vehicles and infrastructure.

Different regions and countries may adopt distinct V2X communication standards and frequency bands, making it challenging for vehicles to communicate across borders. This lack of interoperability can result in communication breakdowns, impacting the effectiveness of V2X systems and services.

Efforts are underway to establish international standards and promote interoperability. Organizations like the European Telecommunications Standards Institute (ETSI) and the United States Department of Transportation (USDOT) have been working on defining common technical standards. However, achieving global consensus on V2X communication standards remains a complex challenge.

Additionally, the coexistence of multiple V2X technologies, such as Dedicated Short-Range Communications (DSRC) and Cellular V2X (C-V2X), presents further interoperability challenges. This diversity of technologies requires careful coordination and harmonization to ensure that V2X systems function smoothly and reliably.

Cybersecurity and Privacy Concerns

Cybersecurity and privacy concerns are significant challenges in the Global Automotive V2X Market. V2X communication involves the exchange of sensitive information, such as vehicle position, speed, and direction, which can be vulnerable to cyberattacks and data breaches.



Ensuring the security and integrity of V2X communication is crucial to prevent malicious actors from tampering with data or impersonating vehicles or infrastructure elements. The consequences of compromised V2X systems can be severe, potentially leading to accidents, traffic disruptions, and privacy violations.

Additionally, privacy concerns arise from the collection and sharing of personal data through V2X communication. Users may worry about the potential misuse of their location and behavioral information, even if anonymized.

Addressing these challenges requires robust cybersecurity measures, such as data encryption, authentication, intrusion detection, and secure communication protocols. Establishing a framework that protects both the security and privacy of V2X systems is essential to build trust and ensure the long-term success of V2X technology.

Infrastructure Deployment and Cost Considerations

Infrastructure deployment and cost considerations pose significant challenges in the Global Automotive V2X Market. The effective functioning of V2X communication systems relies on the deployment of roadside infrastructure, including V2X roadside units (RSUs) and intelligent transportation systems (ITS) equipment.

Deploying and maintaining this infrastructure can be a resource-intensive process for governments and transportation authorities. It requires substantial investments in hardware, software, and network connectivity. Additionally, the ongoing maintenance and software updates for V2X infrastructure demand financial commitments.

The economic feasibility of V2X deployment also depends on the rate of adoption and the scale of implementation. Smaller and less populated areas may struggle to justify the investment in V2X infrastructure due to lower traffic volumes.

Governments and stakeholders must address the challenge of infrastructure cost and deployment by securing funding, optimizing deployment strategies, and exploring public-private partnerships to ensure the widespread availability of V2X technology.

Consumer Acceptance and Adoption Barriers

Consumer acceptance and adoption barriers are significant challenges in the Global Automotive V2X Market. While V2X technology offers numerous benefits in terms of safety and convenience, consumers may be hesitant to embrace it due to several



factors.

A lack of awareness and understanding about V2X technology can deter consumers from adopting it. Many vehicle owners may not fully grasp the potential advantages of V2X communication and may be concerned about its reliability and real-world effectiveness.

There may also be concerns about privacy, as V2X systems involve the sharing of location and behavioral data. Consumers may be apprehensive about the implications of this data sharing, even if anonymized, and how it may be used or misused.

Furthermore, retrofitting existing vehicles with V2X technology can be a logistical and cost-related challenge. Ensuring that the technology is accessible and affordable for consumers is vital for widespread adoption.

Overcoming these adoption barriers requires educational campaigns to raise awareness, transparent policies for data privacy, and initiatives to make V2X technology accessible to a broad range of consumers.

Regulatory and Liability Challenges

Regulatory and liability challenges are significant hurdles in the Global Automotive V2X Market. Establishing comprehensive regulations and addressing liability concerns are vital for the widespread deployment and adoption of V2X technology.

Regulatory challenges include determining the technical standards, frequency bands, and certification requirements for V2X systems. Government bodies must develop and enforce consistent regulations to ensure the compatibility and interoperability of V2X technology across regions and manufacturers.

Liability concerns arise from accidents or incidents where V2X technology may be involved. Determining responsibility and liability in cases of system malfunctions, hacking, or miscommunication between vehicles and infrastructure can be legally complex.

Addressing these challenges involves collaboration between government agencies, industry stakeholders, and legal experts to establish clear and comprehensive regulations and liability frameworks. Striking a balance between innovation and safety while defining legal and regulatory guidelines is critical for the successful integration of



V2X technology.

Key Market Trends

Growth of 5G Networks and Cellular V2X (C-V2X)

The growth of 5G networks and the adoption of Cellular V2X (C-V2X) technology are prominent trends in the Global Automotive V2X Market. C-V2X is gaining traction as a communication technology that leverages cellular networks to enable V2X connectivity. Unlike Dedicated Short-Range Communications (DSRC), which relies on a separate spectrum, C-V2X utilizes existing cellular infrastructure, offering broader coverage and potential cost savings.

The advent of 5G networks further enhances the capabilities of C-V2X. These networks provide low-latency, high-speed communication, which is crucial for real-time V2X applications such as collision avoidance and traffic management. The combination of C-V2X and 5G networks offers robust connectivity, enabling vehicles to communicate seamlessly with each other and with roadside infrastructure.

As 5G networks continue to roll out globally, the adoption of C-V2X is expected to increase, facilitating more advanced and reliable V2X services. This trend is significant for the automotive industry as it accelerates the development of V2X technology and its integration into next-generation vehicles.

Smart Cities and V2X Integration

The integration of V2X technology into smart city initiatives is a notable trend in the Global Automotive V2X Market. Smart cities aim to leverage advanced technologies for improved urban living, and V2X communication plays a pivotal role in achieving this objective.

V2X technology enables vehicles to connect with smart city infrastructure, including traffic signals, parking systems, and environmental sensors. This integration allows for optimized traffic management, reduced congestion, and enhanced urban planning. For example, V2X-enabled traffic signals can adapt their timing based on real-time traffic data, reducing wait times and fuel consumption.

Smart cities are increasingly investing in V2X infrastructure to create interconnected ecosystems that benefit both residents and visitors. This trend not only enhances traffic



flow but also contributes to sustainability by reducing emissions and promoting efficient transportation.

V2X for Autonomous Vehicles and Cooperative Mobility

V2X technology's application in autonomous vehicles and cooperative mobility solutions is a significant trend in the Global Automotive V2X Market. Autonomous vehicles rely on V2X communication to interact with other vehicles, pedestrians, and infrastructure elements, making informed decisions and navigating complex traffic scenarios.

Cooperative mobility involves the sharing of real-time data between vehicles to optimize transportation systems. V2X technology supports features like platooning, where vehicles travel closely together, reducing air resistance and improving fuel efficiency. It also aids in cooperative adaptive cruise control, allowing vehicles to coordinate their speeds and maintain safe distances.

V2X technology contributes to the development of cooperative mobility systems that enhance road safety and traffic efficiency. The trend of integrating V2X into autonomous and cooperative mobility solutions accelerates the progress of self-driving vehicles and the transformation of transportation systems.

V2X in Electric Vehicles (EVs) and Sustainable Transportation

The integration of V2X technology into electric vehicles (EVs) and sustainable transportation solutions is a noteworthy trend in the Global Automotive V2X Market. V2X enables EVs to connect with charging infrastructure, smart grids, and renewable energy sources, fostering the growth of eco-friendly mobility.

V2X communication allows EVs to optimize their charging schedules based on grid demand and energy costs. Vehicles can also return excess energy to the grid when parked, supporting grid stability and sustainability. Additionally, V2X technology assists in locating nearby charging stations and providing real-time information on their availability.

The trend of integrating V2X into sustainable transportation aligns with the growing emphasis on reducing greenhouse gas emissions and promoting green mobility. It not only enhances the convenience of EV ownership but also contributes to a more sustainable energy ecosystem.



In-Vehicle V2X Displays and User Interfaces

The inclusion of in-vehicle V2X displays and user interfaces is a significant trend in the Global Automotive V2X Market. These displays provide drivers with real-time information and alerts from V2X communication, enhancing their awareness and safety on the road.

In-vehicle V2X displays can show notifications about nearby vehicles, pedestrian crossings, traffic conditions, and potential collision risks. These visual aids assist drivers in making informed decisions and taking appropriate actions.

The trend of incorporating in-vehicle V2X displays aligns with the focus on enhancing driver safety and reducing accidents. As the technology advances, these displays are becoming more intuitive and user-friendly, ensuring that V2X communication becomes an integral part of the driving experience.

Segmental Insights

Connectivity Type Analysis

The global Automotive Vehicle-to-Everything (V2X) market is experiencing a significant surge, driven by the growing demand for enhanced road safety, traffic efficiency, and energy savings in the automotive sector. V2X connectivity, which allows vehicles to communicate with any entity that may affect the vehicle, and vice versa, is seen as a key component in the future of smart mobility. This technology encompasses various connectivity types, including Vehicle-to-Vehicle (V2V), Vehicle-to-Infrastructure (V2I), Vehicle-to-Pedestrian (V2P), and Vehicle-to-Network (V2N), each playing a crucial role in creating a comprehensive and real-time vehicular communication environment.

Vehicle Type Analysis

The global Automotive Vehicle-to-Everything (V2X) market is a rapidly evolving sector that is driving technological advancements in the automotive industry. This market revolves around the revolutionary concept of enabling seamless communication between vehicles, infrastructure, networks, and even pedestrians. By facilitating this interconnectedness, V2X technology is revolutionizing the transportation ecosystem, paving the way for enhanced safety and efficiency.

V2X technology is not limited to a specific vehicle type; it has far-reaching implications



across various domains. From passenger cars to commercial vehicles and even offhighway vehicles, each sector presents unique opportunities and challenges for implementing V2X solutions. Whether it's optimizing traffic flow, improving road safety, or enhancing the overall driving experience, V2X technology holds immense potential to transform the way we navigate our world.

As this technology continues to evolve, we can look forward to an even more connected and intelligent transportation system, where vehicles seamlessly exchange critical information, making our journeys safer, more efficient, and ultimately more enjoyable. The possibilities are endless, and the global Automotive V2X market is at the forefront of this groundbreaking transformation.

Regional Insights

The global Automotive Vehicle-to-Everything (V2X) market, a key component of smart mobility, is witnessing significant growth across various regions. In the Asia-Pacific region, countries like China and Japan are leading the way in the adoption of V2X technology, driven by supportive government regulations and the growing trend of autonomous vehicles. Europe, on the other hand, with its technologically advanced automotive industry and strong emphasis on vehicle safety, continues to be a substantial contributor to the V2X market. Meanwhile, North America, backed by technology giants and auto manufacturers, is making strides in the implementation of V2X solutions, focusing on enhancing traffic efficiency and road safety.

Key Market Players

Autotalks Ltd.

Continental AG

HARMAN International

Infineon Technologies AG

NXP Semiconductors

Qualcomm Technologies, Inc.



Robert Bosch GmbH

STMicroelectronics

Cohda Wireless

Report Scope:

In this report, the Global Automotive Vehicle-to-Everything Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Automotive Vehicle-to-Everything Market, By Communication Type:

Vehicle-To-Vehicle (V2V)

Vehicle-To-Infrastructure (V2I)

Vehicle-To-Pedestrian (V2P)

Vehicle-To-Home (V2H)

Vehicle-To-Grid (V2G)

Vehicle-To-Network (V2N)

Automotive Vehicle-to-Everything Market, By Connectivity Type:

DSRC

Cellular Connectivity

Automotive Vehicle-to-Everything Market, By Vehicle Type:

Passenger Cars

Commercial Vehicles



Automotive Vehicle-to-Everything Market, By Region:
Asia-Pacific
China
India
Japan
Indonesia
Thailand
South Korea
Australia
Europe & CIS
Germany
Spain
France
Russia
Italy
United Kingdom
Belgium
North America

United States



Canada

Mexico

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Turkey

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Automotive Vehicle-to-Everything Market.

Available Customizations:

Global Automotive Vehicle-to-Everything Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).



Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. IMPACT OF COVID-19 ON GLOBAL AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET

5. GLOBAL AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast

5.2.1. By Communication Type Market Share Analysis (Vehicle-To-Vehicle (V2V), Vehicle-To-Infrastructure (V2I), Vehicle-To-Pedestrian (V2P), Vehicle-To-Home (V2H), Vehicle-To-Grid (V2G), Vehicle-To-Network (V2N))



- 5.2.2. By Connectivity Type Market Share Analysis (DSRC, Cellular Connectivity)
- 5.2.3. By Vehicle Type Market Share Analysis (Passenger Cars, Commercial Vehicles)
- 5.2.4. By Regional Market Share Analysis
- 5.2.4.1. Asia-Pacific Market Share Analysis
- 5.2.4.2. Europe & CIS Market Share Analysis
- 5.2.4.3. North America Market Share Analysis
- 5.2.4.4. South America Market Share Analysis
- 5.2.4.5. Middle East & Africa Market Share Analysis

5.2.5. By Company Market Share Analysis (Top 5 Companies, Others - By Value, 2022)

5.3. Global Automotive Vehicle-to-Everything Market Mapping & Opportunity Assessment

- 5.3.1. By Communication Type Market Mapping & Opportunity Assessment
- 5.3.2. By Connectivity Type Market Mapping & Opportunity Assessment
- 5.3.3. By Vehicle Type Market Mapping & Opportunity Assessment
- 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. ASIA-PACIFIC AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET OUTLOOK

6.1. Market Size & Forecast

- 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Communication Type Market Share Analysis
 - 6.2.2. By Connectivity Type Market Share Analysis
 - 6.2.3. By Vehicle Type Market Share Analysis
 - 6.2.4. By Country Market Share Analysis
 - 6.2.4.1. China Market Share Analysis
 - 6.2.4.2. India Market Share Analysis
 - 6.2.4.3. Japan Market Share Analysis
 - 6.2.4.4. Indonesia Market Share Analysis
 - 6.2.4.5. Thailand Market Share Analysis
 - 6.2.4.6. South Korea Market Share Analysis
 - 6.2.4.7. Australia Market Share Analysis
 - 6.2.4.8. Rest of Asia-Pacific Market Share Analysis
- 6.3. Asia-Pacific: Country Analysis
 - 6.3.1. China Automotive Vehicle-to-Everything Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast



- 6.3.1.2.1. By Communication Type Market Share Analysis
- 6.3.1.2.2. By Connectivity Type Market Share Analysis
- 6.3.1.2.3. By Vehicle Type Market Share Analysis
- 6.3.2. India Automotive Vehicle-to-Everything Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Communication Type Market Share Analysis
 - 6.3.2.2.2. By Connectivity Type Market Share Analysis
 - 6.3.2.2.3. By Vehicle Type Market Share Analysis
- 6.3.3. Japan Automotive Vehicle-to-Everything Market Outlook
- 6.3.3.1. Market Size & Forecast
- 6.3.3.1.1. By Value
- 6.3.3.2. Market Share & Forecast
- 6.3.3.2.1. By Communication Type Market Share Analysis
- 6.3.3.2.2. By Connectivity Type Market Share Analysis
- 6.3.3.2.3. By Vehicle Type Market Share Analysis
- 6.3.4. Indonesia Automotive Vehicle-to-Everything Market Outlook
 - 6.3.4.1. Market Size & Forecast
 - 6.3.4.1.1. By Value
 - 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Communication Type Market Share Analysis
 - 6.3.4.2.2. By Connectivity Type Market Share Analysis
 - 6.3.4.2.3. By Vehicle Type Market Share Analysis
- 6.3.5. Thailand Automotive Vehicle-to-Everything Market Outlook
- 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
- 6.3.5.2. Market Share & Forecast
- 6.3.5.2.1. By Communication Type Market Share Analysis
- 6.3.5.2.2. By Connectivity Type Market Share Analysis
- 6.3.5.2.3. By Vehicle Type Market Share Analysis
- 6.3.6. South Korea Automotive Vehicle-to-Everything Market Outlook
- 6.3.6.1. Market Size & Forecast
- 6.3.6.1.1. By Value
- 6.3.6.2. Market Share & Forecast
- 6.3.6.2.1. By Communication Type Market Share Analysis
- 6.3.6.2.2. By Connectivity Type Market Share Analysis
- 6.3.6.2.3. By Vehicle Type Market Share Analysis
- 6.3.7. Australia Automotive Vehicle-to-Everything Market Outlook



- 6.3.7.1. Market Size & Forecast
- 6.3.7.1.1. By Value
- 6.3.7.2. Market Share & Forecast
- 6.3.7.2.1. By Communication Type Market Share Analysis
- 6.3.7.2.2. By Connectivity Type Market Share Analysis
- 6.3.7.2.3. By Vehicle Type Market Share Analysis

7. EUROPE & CIS AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
- 7.2.1. By Communication Type Market Share Analysis
- 7.2.2. By Connectivity Type Market Share Analysis
- 7.2.3. By Vehicle Type Market Share Analysis
- 7.2.4. By Country Market Share Analysis
- 7.2.4.1. Germany Market Share Analysis
- 7.2.4.2. Spain Market Share Analysis
- 7.2.4.3. France Market Share Analysis
- 7.2.4.4. Russia Market Share Analysis
- 7.2.4.5. Italy Market Share Analysis
- 7.2.4.6. United Kingdom Market Share Analysis
- 7.2.4.7. Belgium Market Share Analysis
- 7.2.4.8. Rest of Europe & CIS Market Share Analysis
- 7.3. Europe & CIS: Country Analysis
 - 7.3.1. Germany Automotive Vehicle-to-Everything Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Communication Type Market Share Analysis
 - 7.3.1.2.2. By Connectivity Type Market Share Analysis
 - 7.3.1.2.3. By Vehicle Type Market Share Analysis
 - 7.3.2. Spain Automotive Vehicle-to-Everything Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Communication Type Market Share Analysis
 - 7.3.2.2.2. By Connectivity Type Market Share Analysis
 - 7.3.2.2.3. By Vehicle Type Market Share Analysis



- 7.3.3. France Automotive Vehicle-to-Everything Market Outlook
- 7.3.3.1. Market Size & Forecast
- 7.3.3.1.1. By Value
- 7.3.3.2. Market Share & Forecast
- 7.3.3.2.1. By Communication Type Market Share Analysis
- 7.3.3.2.2. By Connectivity Type Market Share Analysis
- 7.3.3.2.3. By Vehicle Type Market Share Analysis
- 7.3.4. Russia Automotive Vehicle-to-Everything Market Outlook
- 7.3.4.1. Market Size & Forecast
- 7.3.4.1.1. By Value
- 7.3.4.2. Market Share & Forecast
- 7.3.4.2.1. By Communication Type Market Share Analysis
- 7.3.4.2.2. By Connectivity Type Market Share Analysis
- 7.3.4.2.3. By Vehicle Type Market Share Analysis
- 7.3.5. Italy Automotive Vehicle-to-Everything Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Communication Type Market Share Analysis
 - 7.3.5.2.2. By Connectivity Type Market Share Analysis
 - 7.3.5.2.3. By Vehicle Type Market Share Analysis
- 7.3.6. United Kingdom Automotive Vehicle-to-Everything Market Outlook
- 7.3.6.1. Market Size & Forecast
 - 7.3.6.1.1. By Value
- 7.3.6.2. Market Share & Forecast
- 7.3.6.2.1. By Communication Type Market Share Analysis
- 7.3.6.2.2. By Connectivity Type Market Share Analysis
- 7.3.6.2.3. By Vehicle Type Market Share Analysis
- 7.3.7. Belgium Automotive Vehicle-to-Everything Market Outlook
 - 7.3.7.1. Market Size & Forecast
 - 7.3.7.1.1. By Value
 - 7.3.7.2. Market Share & Forecast
 - 7.3.7.2.1. By Communication Type Market Share Analysis
 - 7.3.7.2.2. By Connectivity Type Market Share Analysis
 - 7.3.7.2.3. By Vehicle Type Market Share Analysis

8. NORTH AMERICA AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET OUTLOOK



- 8.1. Market Size & Forecast
- 8.1.1. By Value
- 8.2. Market Share & Forecast
- 8.2.1. By Communication Type Market Share Analysis
- 8.2.2. By Connectivity Type Market Share Analysis
- 8.2.3. By Vehicle Type Market Share Analysis
- 8.2.4. By Country Market Share Analysis
- 8.2.4.1. United States Market Share Analysis
- 8.2.4.2. Mexico Market Share Analysis
- 8.2.4.3. Canada Market Share Analysis
- 8.3. North America: Country Analysis
 - 8.3.1. United States Automotive Vehicle-to-Everything Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Communication Type Market Share Analysis
 - 8.3.1.2.2. By Connectivity Type Market Share Analysis
 - 8.3.1.2.3. By Vehicle Type Market Share Analysis
 - 8.3.2. Mexico Automotive Vehicle-to-Everything Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Communication Type Market Share Analysis
 - 8.3.2.2.2. By Connectivity Type Market Share Analysis
 - 8.3.2.2.3. By Vehicle Type Market Share Analysis
 - 8.3.3. Canada Automotive Vehicle-to-Everything Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Communication Type Market Share Analysis
 - 8.3.3.2.2. By Connectivity Type Market Share Analysis
 - 8.3.3.2.3. By Vehicle Type Market Share Analysis

9. SOUTH AMERICA AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET OUTLOOK

- 9.1. Market Size & Forecast
- 9.1.1. By Value
- 9.2. Market Share & Forecast



- 9.2.1. By Communication Type Market Share Analysis
- 9.2.2. By Connectivity Type Market Share Analysis
- 9.2.3. By Vehicle Type Market Share Analysis
- 9.2.4. By Country Market Share Analysis
- 9.2.4.1. Brazil Market Share Analysis
- 9.2.4.2. Argentina Market Share Analysis
- 9.2.4.3. Colombia Market Share Analysis
- 9.2.4.4. Rest of South America Market Share Analysis
- 9.3. South America: Country Analysis
- 9.3.1. Brazil Automotive Vehicle-to-Everything Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Communication Type Market Share Analysis
 - 9.3.1.2.2. By Connectivity Type Market Share Analysis
 - 9.3.1.2.3. By Vehicle Type Market Share Analysis
- 9.3.2. Colombia Automotive Vehicle-to-Everything Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Communication Type Market Share Analysis
 - 9.3.2.2.2. By Connectivity Type Market Share Analysis
 - 9.3.2.2.3. By Vehicle Type Market Share Analysis
- 9.3.3. Argentina Automotive Vehicle-to-Everything Market Outlook
- 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
- 9.3.3.2. Market Share & Forecast
- 9.3.3.2.1. By Communication Type Market Share Analysis
- 9.3.3.2.2. By Connectivity Type Market Share Analysis
- 9.3.3.2.3. By Vehicle Type Market Share Analysis

10. MIDDLE EAST & AFRICA AUTOMOTIVE VEHICLE-TO-EVERYTHING MARKET OUTLOOK

- 10.1. Market Size & Forecast
- 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Communication Type Market Share Analysis
 - 10.2.2. By Connectivity Type Market Share Analysis



- 10.2.3. By Vehicle Type Market Share Analysis
- 10.2.4. By Country Market Share Analysis
- 10.2.4.1. South Africa Market Share Analysis
- 10.2.4.2. Turkey Market Share Analysis
- 10.2.4.3. Saudi Arabia Market Share Analysis
- 10.2.4.4. UAE Market Share Analysis
- 10.2.4.5. Rest of Middle East & Africa Market Share Analysis
- 10.3. Middle East & Africa: Country Analysis
- 10.3.1. South Africa Automotive Vehicle-to-Everything Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Communication Type Market Share Analysis
 - 10.3.1.2.2. By Connectivity Type Market Share Analysis
 - 10.3.1.2.3. By Vehicle Type Market Share Analysis
- 10.3.2. Turkey Automotive Vehicle-to-Everything Market Outlook
- 10.3.2.1. Market Size & Forecast
- 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
- 10.3.2.2.1. By Communication Type Market Share Analysis
- 10.3.2.2.2. By Connectivity Type Market Share Analysis
- 10.3.2.2.3. By Vehicle Type Market Share Analysis
- 10.3.3. Saudi Arabia Automotive Vehicle-to-Everything Market Outlook
- 10.3.3.1. Market Size & Forecast
- 10.3.3.1.1. By Value
- 10.3.3.2. Market Share & Forecast
- 10.3.3.2.1. By Communication Type Market Share Analysis
- 10.3.3.2.2. By Connectivity Type Market Share Analysis
- 10.3.3.2.3. By Vehicle Type Market Share Analysis
- 10.3.4. UAE Automotive Vehicle-to-Everything Market Outlook
- 10.3.4.1. Market Size & Forecast
- 10.3.4.1.1. By Value
- 10.3.4.2. Market Share & Forecast
- 10.3.4.2.1. By Communication Type Market Share Analysis
- 10.3.4.2.2. By Connectivity Type Market Share Analysis
- 10.3.4.2.3. By Vehicle Type Market Share Analysis

11. SWOT ANALYSIS



- 11.1. Strength
- 11.2. Weakness
- 11.3. Opportunities
- 11.4. Threats

12. MARKET DYNAMICS

- 12.1. Market Drivers
- 12.2. Market Challenges

13. MARKET TRENDS AND DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles (Up to 10 Major Companies)
- 14.1.1. Cohda Wireless
 - 14.1.1.1. Company Details
 - 14.1.1.2. Key Product Offered
 - 14.1.1.3. Financials (As Per Availability)
 - 14.1.1.4. Recent Developments
 - 14.1.1.5. Key Management Personnel
- 14.1.2. Autotalks Ltd.
 - 14.1.2.1. Company Details
 - 14.1.2.2. Key Product Offered
- 14.1.2.3. Financials (As Per Availability)
- 14.1.2.4. Recent Developments
- 14.1.2.5. Key Management Personnel
- 14.1.3. Continental AG
- 14.1.3.1. Company Details
- 14.1.3.2. Key Product Offered
- 14.1.3.3. Financials (As Per Availability)
- 14.1.3.4. Recent Developments
- 14.1.3.5. Key Management Personnel
- 14.1.4. HARMAN International
- 14.1.4.1. Company Details
- 14.1.4.2. Key Product Offered
- 14.1.4.3. Financials (As Per Availability)
- 14.1.4.4. Recent Developments



- 14.1.4.5. Key Management Personnel
- 14.1.5. Infineon Technologies AG
- 14.1.5.1. Company Details
- 14.1.5.2. Key Product Offered
- 14.1.5.3. Financials (As Per Availability)
- 14.1.5.4. Recent Developments
- 14.1.5.5. Key Management Personnel
- 14.1.6. NXP Semiconductors
- 14.1.6.1. Company Details
- 14.1.6.2. Key Product Offered
- 14.1.6.3. Financials (As Per Availability)
- 14.1.6.4. Recent Developments
- 14.1.6.5. Key Management Personnel
- 14.1.7. Qualcomm Technologies, Inc.
 - 14.1.7.1. Company Details
 - 14.1.7.2. Key Product Offered
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Recent Developments
 - 14.1.7.5. Key Management Personnel
- 14.1.8. Robert Bosch GmbH
- 14.1.8.1. Company Details
- 14.1.8.2. Key Product Offered
- 14.1.8.3. Financials (As Per Availability)
- 14.1.8.4. Recent Developments
- 14.1.8.5. Key Management Personnel
- 14.1.9. STMicroelectronics
 - 14.1.9.1. Company Details
 - 14.1.9.2. Key Product Offered
 - 14.1.9.3. Financials (As Per Availability)
- 14.1.9.4. Recent Developments
- 14.1.9.5. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
 - 15.1.1. Target Regions
 - 15.1.2. Target Communication Type
 - 15.1.3. Target Vehicle Type



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