

# **V2X in Automotive Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Communication Type (V2C, V2G, V2P, V2I, V2V, V2D), By Connectivity Type (DSRC Connectivity and Cellular Connectivity), By Offering Type (Hardware and Software), By Technology Type (Emergency Vehicle Notification, Automated Driver Assistance, Passenger Information System, Line of Sight and Others), By Propulsion Type (ICE Vehicles and Electric Vehicles), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global V2X in Automotive Market is projected to expand from USD 1.92 Billion in 2025 to USD 12.41 Billion by 2031, representing a 36.48% compound annual growth rate. Vehicle to Everything, or V2X, is a communication technology that allows automobiles to share uninterrupted data with other cars, pedestrians, and nearby infrastructure, thereby enhancing road safety and traffic management. This market's expansion is fundamentally driven by a growing need to decrease traffic accidents and an increasing regulatory push toward smart transportation networks. These underlying drivers create a stable foundation for growth, independent of fluctuating technological trends. Furthermore, according to SAE International in 2025, more than 50 percent of surveyed consumers stated that safety was their main priority for V2X features.

Even with robust demand, the market's expansion encounters notable obstacles. A primary barrier to widespread implementation is the absence of uniform communication

protocols and the lack of interoperability among various vehicle manufacturers and local infrastructure systems. This fragmentation makes establishing cohesive networks highly complicated, consequently slowing down commercial introduction and diminishing the overall effectiveness of the system.

### **Market Driver**

Strict government rules and mandatory vehicle safety requirements act as the primary catalysts for the Global V2X in Automotive Market. Policymakers are establishing extensive legal guidelines and operational criteria to guarantee the secure implementation of smart transportation networks. By officially defining spectrum allocations, these regulations offer manufacturers the stability required to fund compatible hardware. As stated in an April 2026 article titled 'V2X Vehicle to Everything Solutions' by the Southwest Research Institute, Vehicle to Vehicle communication is expected to decrease accidents by 13 percent. Consequently, federal agencies rigorously enforce uniform connected mobility applications to achieve these safety improvements. Such requirements demand significant investment; the 5G Automotive Association reported in 2025 that the estimated cost for rolling out Cellular Vehicle to Everything infrastructure across the United States reached \$6.5 billion.

The swift rollout of 5G networks alongside Cellular V2X technologies is accelerating the integration of real-time communication within the automotive industry. 5G telecommunications deliver the crucial low latency and high bandwidth needed for immediate data sharing among cars and traffic management systems. This advancement enables vital functions such as cooperative collision prevention and automated toll collection. A September 2025 article from Horizon Connect, 'Cellular V2X Direct Future of Vehicle Communication', highlighted that more than 90 Chinese cities backed Cellular V2X infrastructure via active roadside units. This massive modernization of networks illustrates how seamless connectivity directly drives the worldwide commercial advancement of intelligent automotive technologies.

### **Market Challenge**

The lack of uniform communication protocols and seamless interoperability between automakers and local infrastructure acts as a major hurdle for the Global V2X in Automotive Market. Because various car brands and regional governments rely on incompatible communication frameworks, establishing a unified network becomes extremely complicated. Such fragmentation prevents vehicles from smoothly sharing vital information with one another and their environment. As a result, commercial

rollouts face significant delays as companies struggle to harmonize their proprietary technologies with diverse infrastructure demands.

This technological divide directly results in sluggish adoption rates and lower market confidence. When interoperability is restricted, the broader ecosystem becomes less effective, leading to hesitant investments from stakeholders. In 2025, the Intelligent Transportation Society of America estimated that the nationwide deployment cost for V2X systems amounted to 6.5 billion dollars. In the absence of universal standards, the efforts to integrate these systems consume a large portion of this capital instead of supporting market expansion. This financial obstacle directly limits the scalability of V2X applications and curbs anticipated market growth.

## **Market Trends**

Integrating Multi Access Edge Computing into V2X architectures resolves the latency issues typically found in centralized cloud systems. Edge computing shortens the data transmission path by embedding computing resources directly into local infrastructure, such as 5G base stations and roadside units. This decentralized framework enables the swift data processing needed for functions like automatic braking. As highlighted in Horizon Connect's June 2025 article, 'How MEC Enhances Real Time Vehicle Communication', a delay of just 50 milliseconds can undermine safety notifications, making ultra-low latency edge processing essential. This integration directly facilitates reliable deployments for collision avoidance.

The growth of Vehicle to Pedestrian technology expands the market's reach beyond standard vehicle-to-vehicle applications. This development creates direct wireless links between automobiles and the smartphones or wearable devices of pedestrians to share real-time location data. By utilizing predictive analytics and prompt warnings, these networks assist in preventing crosswalk accidents and enhancing urban mobility. An August 2025 piece by ICT News, titled 'What is a Vehicle to Pedestrian (V2P)? Learn How It Works and Its Functions', notes that systems facilitating these safety interactions operate on the 5.9 GHz frequency band over short distances. This dedicated spectrum guarantees dependable danger alerts, stimulating commercial funding for pedestrian-centric automotive innovations.

## **Key Market Players**

Qualcomm Incorporated

Robert Bosch GmbH

Continental AG

NXP Semiconductors N.V.

Denso Corporation

Harman International Industries, Incorporated

Hyundai Mobis Co., Ltd.

ZF Friedrichshafen AG

Autotalks Ltd.

Infineon Technologies AG

## **Report Scope**

In this report, the Global V2X in Automotive Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### V2X in Automotive Market, By Communication Type

V2C

V2G

V2P

V2I

V2V

V2D

## V2X in Automotive Market, By Connectivity Type

DSRC Connectivity

Cellular Connectivity

## V2X in Automotive Market, By Offering Type

Hardware

Software

## V2X in Automotive Market, By Technology Type

Emergency Vehicle Notification

Automated Driver Assistance

Passenger Information System

Line of Sight

Others

## V2X in Automotive Market, By Propulsion Type

ICE Vehicles

Electric Vehicles

## V2X in Automotive Market, By Region

North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global V2X in Automotive Market.

### **Available Customizations:**

Global V2X in Automotive Market report with the given market data, TechSci 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. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **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. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL V2X IN AUTOMOTIVE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Communication Type (V2C, V2G, V2P, V2I, V2V, V2D)
  - 5.2.2. By Connectivity Type (DSRC Connectivity, Cellular Connectivity)
  - 5.2.3. By Offering Type (Hardware, Software)
  - 5.2.4. By Technology Type (Emergency Vehicle Notification, Automated Driver

Assistance, Passenger Information System, Line of Sight, Others)

5.2.5. By Propulsion Type (ICE Vehicles, Electric Vehicles)

5.2.6. By Region

5.2.7. By Company (2025)

5.3. Market Map

## **6. NORTH AMERICA V2X IN AUTOMOTIVE MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Communication Type

6.2.2. By Connectivity Type

6.2.3. By Offering Type

6.2.4. By Technology Type

6.2.5. By Propulsion Type

6.2.6. By Country

6.3. North America: Country Analysis

6.3.1. United States V2X in Automotive 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

6.3.1.2.2. By Connectivity Type

6.3.1.2.3. By Offering Type

6.3.1.2.4. By Technology Type

6.3.1.2.5. By Propulsion Type

6.3.2. Canada V2X in Automotive 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

6.3.2.2.2. By Connectivity Type

6.3.2.2.3. By Offering Type

6.3.2.2.4. By Technology Type

6.3.2.2.5. By Propulsion Type

6.3.3. Mexico V2X in Automotive 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
  - 6.3.3.2.2. By Connectivity Type
  - 6.3.3.2.3. By Offering Type
  - 6.3.3.2.4. By Technology Type
  - 6.3.3.2.5. By Propulsion Type

## **7. EUROPE V2X IN AUTOMOTIVE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Communication Type
  - 7.2.2. By Connectivity Type
  - 7.2.3. By Offering Type
  - 7.2.4. By Technology Type
  - 7.2.5. By Propulsion Type
  - 7.2.6. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany V2X in Automotive 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
      - 7.3.1.2.2. By Connectivity Type
      - 7.3.1.2.3. By Offering Type
      - 7.3.1.2.4. By Technology Type
      - 7.3.1.2.5. By Propulsion Type
  - 7.3.2. France V2X in Automotive 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
      - 7.3.2.2.2. By Connectivity Type
      - 7.3.2.2.3. By Offering Type
      - 7.3.2.2.4. By Technology Type
      - 7.3.2.2.5. By Propulsion Type
  - 7.3.3. United Kingdom V2X in Automotive 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
  - 7.3.3.2.2. By Connectivity Type
  - 7.3.3.2.3. By Offering Type
  - 7.3.3.2.4. By Technology Type
  - 7.3.3.2.5. By Propulsion Type
- 7.3.4. Italy V2X in Automotive 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
    - 7.3.4.2.2. By Connectivity Type
    - 7.3.4.2.3. By Offering Type
    - 7.3.4.2.4. By Technology Type
    - 7.3.4.2.5. By Propulsion Type
- 7.3.5. Spain V2X in Automotive 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
    - 7.3.5.2.2. By Connectivity Type
    - 7.3.5.2.3. By Offering Type
    - 7.3.5.2.4. By Technology Type
    - 7.3.5.2.5. By Propulsion Type

## **8. ASIA PACIFIC V2X IN AUTOMOTIVE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Communication Type
  - 8.2.2. By Connectivity Type
  - 8.2.3. By Offering Type
  - 8.2.4. By Technology Type
  - 8.2.5. By Propulsion Type
  - 8.2.6. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China V2X in Automotive 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
  - 8.3.1.2.2. By Connectivity Type
  - 8.3.1.2.3. By Offering Type
  - 8.3.1.2.4. By Technology Type
  - 8.3.1.2.5. By Propulsion Type
- 8.3.2. India V2X in Automotive 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
    - 8.3.2.2.2. By Connectivity Type
    - 8.3.2.2.3. By Offering Type
    - 8.3.2.2.4. By Technology Type
    - 8.3.2.2.5. By Propulsion Type
- 8.3.3. Japan V2X in Automotive 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
    - 8.3.3.2.2. By Connectivity Type
    - 8.3.3.2.3. By Offering Type
    - 8.3.3.2.4. By Technology Type
    - 8.3.3.2.5. By Propulsion Type
- 8.3.4. South Korea V2X in Automotive Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Communication Type
    - 8.3.4.2.2. By Connectivity Type
    - 8.3.4.2.3. By Offering Type
    - 8.3.4.2.4. By Technology Type
    - 8.3.4.2.5. By Propulsion Type
- 8.3.5. Australia V2X in Automotive Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast

- 8.3.5.2.1. By Communication Type
- 8.3.5.2.2. By Connectivity Type
- 8.3.5.2.3. By Offering Type
- 8.3.5.2.4. By Technology Type
- 8.3.5.2.5. By Propulsion Type

## **9. MIDDLE EAST & AFRICA V2X IN AUTOMOTIVE MARKET OUTLOOK**

### 9.1. Market Size & Forecast

- 9.1.1. By Value

### 9.2. Market Share & Forecast

- 9.2.1. By Communication Type
- 9.2.2. By Connectivity Type
- 9.2.3. By Offering Type
- 9.2.4. By Technology Type
- 9.2.5. By Propulsion Type
- 9.2.6. By Country

### 9.3. Middle East & Africa: Country Analysis

#### 9.3.1. Saudi Arabia V2X in Automotive 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
  - 9.3.1.2.2. By Connectivity Type
  - 9.3.1.2.3. By Offering Type
  - 9.3.1.2.4. By Technology Type
  - 9.3.1.2.5. By Propulsion Type

#### 9.3.2. UAE V2X in Automotive 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
  - 9.3.2.2.2. By Connectivity Type
  - 9.3.2.2.3. By Offering Type
  - 9.3.2.2.4. By Technology Type
  - 9.3.2.2.5. By Propulsion Type

#### 9.3.3. South Africa V2X in Automotive 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
  - 9.3.3.2.2. By Connectivity Type
  - 9.3.3.2.3. By Offering Type
  - 9.3.3.2.4. By Technology Type
  - 9.3.3.2.5. By Propulsion Type

## **10. SOUTH AMERICA V2X IN AUTOMOTIVE MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Communication Type
  - 10.2.2. By Connectivity Type
  - 10.2.3. By Offering Type
  - 10.2.4. By Technology Type
  - 10.2.5. By Propulsion Type
  - 10.2.6. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil V2X in Automotive 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
      - 10.3.1.2.2. By Connectivity Type
      - 10.3.1.2.3. By Offering Type
      - 10.3.1.2.4. By Technology Type
      - 10.3.1.2.5. By Propulsion Type
  - 10.3.2. Colombia V2X in Automotive 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
      - 10.3.2.2.2. By Connectivity Type
      - 10.3.2.2.3. By Offering Type
      - 10.3.2.2.4. By Technology Type
      - 10.3.2.2.5. By Propulsion Type
  - 10.3.3. Argentina V2X in Automotive 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
  - 10.3.3.2.2. By Connectivity Type
  - 10.3.3.2.3. By Offering Type
  - 10.3.3.2.4. By Technology Type
  - 10.3.3.2.5. By Propulsion Type

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL V2X IN AUTOMOTIVE MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Qualcomm Incorporated
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. Robert Bosch GmbH
- 15.3. Continental AG

- 15.4. NXP Semiconductors N.V.
- 15.5. Denso Corporation
- 15.6. Harman International Industries, Incorporated
- 15.7. Hyundai Mobis Co., Ltd.
- 15.8. ZF Friedrichshafen AG
- 15.9. Autotalks Ltd.
- 15.10. Infineon Technologies AG

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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