

Europe Connected Vehicle Market Forecast to 2030 - Regional Analysis - by Technology (5G, 4G/LTE, and 3G & 2G), Connectivity (Integrated, Tethered, and Embedded), and Application (Telematics, Infotainment, Driving Assistance, and Others)

<https://marketpublishers.com/r/EA5C9F48911DEN.html>

Date: April 2024

Pages: 95

Price: US\$ 3,550.00 (Single User License)

ID: EA5C9F48911DEN

Abstracts

The Europe connected vehicle market was valued at US\$ 12,625.37 million in 2022 and is expected to reach US\$ 46,430.82 million by 2030; it is estimated to record a CAGR of 17.7% from 2022 to 2030.

Advancements in Connectivity Technology Fuel Europe Connected Vehicle Market

Advancements in connectivity technology fundamentally reshape the automotive landscape, and their positive impact on the connected vehicle market is notable and far-reaching. These advancements are fueling consumer demand by aligning vehicles with their increasingly connected lives. Consumers expect their cars to offer the same level of connectivity as their smartphones and smart homes. Advancements such as faster and more reliable 4G and 5G networks and enhanced onboard computing power enable a wide range of features that enhance the driving experience. Some features include real-time traffic updates, weather forecasts, seamless smartphone integration, and in-car Wi-Fi. The allure of staying connected while moving is a significant driver of consumer interest in connected vehicles, positively impacting market growth. Key players in the industry are developing and adopting technologies that provide better and more efficient vehicle connectivity. For example, in 2022, Ford Motors started using Snapdragon's 5G Modem-RF in its pick-up trucks. In the same year, Qualcomm introduced its digital chassis-connected car technologies. Digital Chassis is collection of cloud platforms for vehicle telematics, digital cockpit and advance driver assistance system.

Europe Connected Vehicle Market Overview

Europe automotive industry has long been a cornerstone of the global automotive landscape, known for its tradition of engineering excellence, innovation, and quality. The industry is accounting for ~20% of global production. The adoption of connected vehicles is gaining momentum across the continent. The adoption is not only driven by consumer preferences but also by regulatory measures and safety standards that encourage the implementation of advanced driver assistance systems (ADAS) and vehicle-to-everything (V2X) communication. European governments are actively supporting the deployment of connected vehicles to enhance road safety and reduce emissions. Cooperative Intelligent Transport Systems (C-ITS) is one of the EU's connected vehicle projects. Successful implementation of this system will enable information exchange between vehicles and the road infrastructure. The C-ROADS Platform, which enables the uniform deployment of C-ITS operations throughout Europe, is being developed in close collaboration with road authorities and operators. Many notable European countries, such as Germany, Spain, France, and the UK, are investing heavily to develop suitable infrastructure for connected mobility. For instance, Spain is building its first intelligent highways. In this project, Kapsch TrafficCom's technology and software will enable the digitalization of a 60-kilometer section of the A8 motorway near Bilbao by 2024.

Europe Connected Vehicle Market Revenue and Forecast to 2030 (US\$ Million)

Europe Connected Vehicle Market Segmentation

The Europe connected vehicle market is segmented based on technology, connectivity, application, and country. Based on technology, the Europe connected vehicle market is categorized into 5G, 4G/LTE, and 3G & 2G. The 4G/LTE segment held the largest market share in 2022.

By on connectivity, the Europe connected vehicle market is segmented into integrated, tethered, and embedded. The embedded segment held the largest market share in 2022.

In terms of application, the Europe connected vehicle market is categorized into telematics, infotainment, driving assistance, and others. The infotainment segment held the largest market share in 2022.

Based on country, the Europe connected vehicle market is segmented into Germany, France, Italy, the UK, and the Rest of Europe. Germany dominated the Europe connected vehicle market share in 2022.

AT&T, Audi AG, Bayerische Motoren Werke AG, Continental AG, Denso, General Motors Co, Harman International Industries Inc, Robert Bosch GmbH, Visteon Corp, and Vodafone Group Plc are some of the leading companies operating in the Europe connected vehicle market.

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