

Middle East & Africa 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)

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Abstracts

The Middle East & Africa connected vehicle market was valued at US\$ 3,748.65 million in 2022 and is expected to reach US\$ 16,112.98 million by 2030; it is estimated to record a CAGR of 20.0% from 2022 to 2030.

Connected Car Data Monetization Fuels Middle East & Africa Connected Vehicle Market

Data monetization trends in the connected vehicle industry involve exploring innovative ways to leverage the vast amounts of data generated by connected vehicles for financial gain while also delivering value to vehicle owners and third-party stakeholders. One prominent trend is the usage-based insurance (UBI). Insurance companies increasingly use telematics data from connected vehicles to offer UBI policies. These policies calculate premiums based on real-time driving behavior, promoting safer driving habits and potentially lowering insurance costs for responsible drivers. This approach benefits consumers and allows insurers to assess risk better and set competitive pricing.

Data analytics and insights services are becoming integral to the connected vehicle ecosystem. Companies monetize vehicle data by providing automakers, city planners, and advertisers with actionable insights. This data can inform infrastructure

improvements, traffic management strategies, and targeted advertising campaigns. For instance, in 2021, Honda Motor started a new company that sells data produced by smart vehicles.

Middle East & Africa Connected Vehicle Market Overview

In the Middle East & Africa, countries such as the UAE and Saudi Arabia are witnessing a growing interest in connected vehicles. Luxury car markets in the UAE are embracing connected features, including advanced infotainment systems and telematics services. These technologies cater to the affluent consumer base and align with the region's focus on modernization and smart city initiatives. Saudi Arabia, the largest automotive market in the Middle East, is also showing increasing adoption of connected vehicle technologies. In Africa, the connected vehicle industry is in its nascent stages but holds significant potential. South Africa, with its well-developed automotive sector, is leading the way in integrating connectivity features into vehicles. As the continent's most industrialized nation, it serves as a hub for automotive manufacturing and innovation. In contrast, many other African countries are just beginning to explore the possibilities of connected vehicles, primarily driven by the need for enhanced road safety and transportation efficiency.

Middle East & Africa Connected Vehicle Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Connected Vehicle Market Segmentation

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

In terms of connectivity, the Middle East & Africa connected vehicle market is segmented into integrated, tethered, and embedded. The embedded segment held the largest market share in 2022.

By application the Middle East & Africa 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 Middle East & Africa connected vehicle market is segmented into

South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa 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, and Vodafone Group Plc are some of the leading companies operating in the Middle East & Africa connected vehicle market.

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