Description:

Connected Car Market by Connectivity Form Factor (Embedded, Tethered, Integrated), Connectivity Technology (LTE, 3G, HSPA+, Wi-Fi, Bluetooth), Application (Navigation, Telematics, Infotainment) and Geography - Trends & Forecast to 2014 - 2020

The increased consumer demand for wireless connectivity & mobile Internet with the high level of penetration of smartphones and tablets will put connected cars first in the demand queue. This will also drive supply-side players in the automotive industry to adjust to the new digital lifestyle to incorporate in-car Internet connectivity solutions. The global regulatory mandates (eCall in EU, GLONASS in Russia, SVT in Brazil) are likely to speed up the supply of connected cars by requiring the usage of Telematics for safety & security purposes and the installation of basic Telematics in all new cars in Europe from 2015 and in other countries from 2016 onwards. Future generations would rely more and more on cloud-based backend systems for content, information and services. This turning of car into a huge data repository will open new avenues of business for service industries such as insurance and content providers.

The report connected car market reviews the latest market trends with an objective to disclose future growth prospects. An in-depth analysis on a geographic basis provides strategic business intelligence for investments in the automotive sector. The study reveals profitable investment strategies for electronics companies, business executives, product marketing managers, new business investors, and many more in preferred locations. In addition to that, the report contains market segmentation based on connectivity form factor, connectivity technology, application, and geography.

In this report, the connectivity technology used in connected cars is categorized into LTE, 3G, HSPA+, Wi-Fi, and Bluetooth. Each technology is analyzed both in terms of qualitative and quantitative aspect, and it includes all sub segments with a detailed analysis. The competitive landscape section of the report primarily focuses on latest developments, and respective market share rankings of key industry players in the connected car market. In addition to that, the report entails emerging market trends, advancements in the technological space, market demand of the segments, key growth areas, market size, region-wise demand factors, and key competitors’ analysis.

The geographic segmentation of the report covers major regions of the world, namely- North America, South America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW). The report also profiles major players in the connected car market. Some of the major players in this market are Apple (U.S.), Alcatel-Lucent (France), AT&T (U.S.), Audi (Germany), Delphi (U.K.), Ford (U.S.), General Motors (U.S.), Google (U.S.), NXP Semiconductors (Netherlands), Sierra Wireless (Canada).

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*Details on Overview, Products and Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

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