Europe Market for Cyber Security of Cars By Type, Geography and Vendors
Forecasts, Shares and Trends (2015-2020)

Description: The market of cyber security of cars in Europe will touch $5.2 billion by the end of 2020 with a CAGR of XX% over the coming 5 years. Automotive cyber security has been a critical concern for the OEMs and their customers throughout the world. With the market of connected vehicles expected to reach more than 300 million by 2018, driven by the regulation related to safety, the market for cyber security is expected to increase accordingly in Europe. Connected Cars offers significant opportunities for innovative features and services driven by the consumer's preferences for vehicle infotainment and safety systems. However, these new features like navigation, infotainment and ADAS technologies make the vehicles vulnerable to cyber-attacks by making them more exposed to external software.

Cyber criminals utilize the vehicle’s internal communication bus and take control of additional modules inside the vehicle, including safety critical systems like the ABS and Engine Electronic Control Units (ECUs). An attacker usually takes control of the vehicle – affecting the control of the steering wheel, accelerating the vehicle, activating the brakes, turning off the engine, to name a few. The attacker can also reflash modules, override hard coded safety measures and install trojan horses on the devices.

Intrusion Prevention Systems (IPS) is one of the major advancement for cyber security incorporated for OEMs, Tier 1s and aftermarket telematics providers. As a government tested solution, the IPS protects a vehicle's critical components from being hacked, and generates reports and alerts for remote monitoring of vehicles' cyber health. Malicious attacks are identified by utilizing Deep Packet Inspection (DPI) algorithms, where the unique technology scans all traffic in a vehicle's network, identifies abnormal transmissions and enables real-time response to threats. The extensiveness of research in fending off malware, auto-correction of defunct components of the integrated software in connected cars and increased funding by the software solution provider towards cyber security software are the factors propelling the advancement and growth of cyber security systems. The increased interest from all OEMs and connected car component manufacturers towards the security of cars would continue to help propelling the market.

The ability to keep up with the evolving scenario and complexity of network access cyber security, and increase in wireless traffic leading to ineffective integration of connected cars devices, form the major constraints in this market. However, extensive research and integrated software in the malware detection system would considerably improve in the growth of the market. In Europe, the cyber security of vehicles among software technology is expected to grow at a highest CAGR of about 27% during the forecast period. Among the consumer segment, the aftermarket for cyber security system for vehicles would grow at the highest rate with a CAGR of more than 30%. Cisco, Verizon, Arilou are some of the leaders in the market.

What The Report Offers:

Market Definition along with identification of key drivers and restraints for the market.
Market analysis with country specific assessments and competition analysis in the Cyber Security of Cars market in the European region.
Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on the regional scale and at the country level.
Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
Identification and analysis of the Macro and Micro factors that affect the industry on both at the regional level and at the country level.

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