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Connected Car Industry Production,Growth,Share,Demand and Applications Market Research Report 2020

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Connected Car Market 2016

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Connected cars facilitate connectivity on wheels offering comfort, convenience, performance, safety and security combined with powerful network technology. This enables the driver to connect with online platforms and facilitates real-time communication on the go. Rising consumer demands, the need for constant connectivity, increased dependency on technology and the growing number of tech savvy people account for the growth of this market. Over time, various connectivity solutions have been developed by the car manufacturers and service providers such as the Machine-to-Machine (M2M) connectivity platform. This M2M feature in a car enables interconnectivity between two connected cars. Numerous sensors and processors located in the car provide accurate and real-time information to the driver.

The connected car market is expected to generate a revenue of $141 Billion by 2020. Advanced infotainment systems and a fast connection to the wireless network are the two prominent features that potentially enhance the market growth. Technology agreements and collaborations are the key strategies adopted by the market players to enhance their market share. For instance, AT&T is working with automotive manufacturers to provide contextual voice controls, which would help to create a safer driving experience. TomTom has launched the online turn-by-turn navigation service for customers, making it feasible to connect over a network.

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Based on connectivity technology, the global connected car market is segmented into 2G, 3G and 4G/LTE. The 2G service used for providing connectivity will gradually fade out in the next few years,

which would be replaced by LTE and 3G technology. Some of the prime reasons for this technological shift should be the rapidly changing telecommunication technology and the advent of faster & reliable communication networks.
On the basis of connectivity solutions, the connected car market is segmented into integrated, embedded and tethered solutions. In 2013, embedded connectivity solution lead the market with almost 40% of the global connected cars market share, followed by integrated and tethered connectivity. However, this scenario could change in 2020, as integrated solutions are expected to occupy approximately 45% of the market share. The reason for this drastic change can be attributed to the consumer's freedom of choice in customizing their connectivity devices and data plans.

Navigation, telematics and infotainment are the major applications of connected cars market. Based on the analysis, navigation should be the fastest growing market during the forecast period. This growth trend observed in the navigation segment is majorly due to the large scale adoption of this service into the connected cars.

On the basis of products and services, the market is segmented into sensors, processors, fleet manager, OEM services, aftermarket services and wireless and cellular modules. Amongst all the product and services, fleet manager was the largest revenue-generating segment in 2013. Due to its wide scale application across diverse industries, fleet manager service, is expected to lead the products and services market segment during the forecast period.

Geographically, the market is segmented into, North America, Europe, Asia Pacific and LAMEA. The Asia-Pacific region indicated a prominent growth and will go on to grow at a CAGR of 35.9% over the forecast period. In the years to come, Asia-Pacific should be a prominent automobile market, owing to the rapidly growing population, rising disposal incomes and a large presence of youth. This in turn should indirectly boost the market for connected cars.

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KEY BENEFITS
• Current and future trends adopted by the key market players are highlighted to determine overall competitiveness of the market
• Porters Five Forces analysis and SWOT analysis of the key market players are provided to illustrate the business strategies adopted by buyers and suppliers
• The technology-effective drivers and opportunities are highlighted to describe the top factors responsible for the market growth
• Various operating segments of the connected cars market are carefully analyzed to measure the potential of the emerging market
• The quantitative analysis of the market through 2013-2020 is provided to elaborate the market potential

KEY MARKET SEGMENTS

Global Connected Cars Market by Technology
• 4G/LTE
• 3G
• 2G
Global Connected Cars Market by Connectivity Solutions
• Integrated

• Embedded
• Tethered
Global Connected Cars Market by Products & Services
• Sensors
• Wireless and Cellular Modules
• Processors
• OEM Services
• Aftermarket Services
• Fleet manager
Global Connected Cars Market by Applications
• Navigation
• Telematics
• Infotainment
Global Connected Cars Market by Geography
• North America
• Europe
• Asia Pacific
• LAMEA

Table Of Contents – Major Key Points

CHAPTER 3 MARKET OVERVIEW

3.7.2.1 Hacking
3.7.2.2 Additional expenditure
3.7.2.3 Non availability of uninterrupted & seamless connectivity
3.7.2.4 Lack of awareness
3.7.3 Opportunities
3.7.3.1 Intelligent transportation system
3.7.3.2 Data analysis

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