

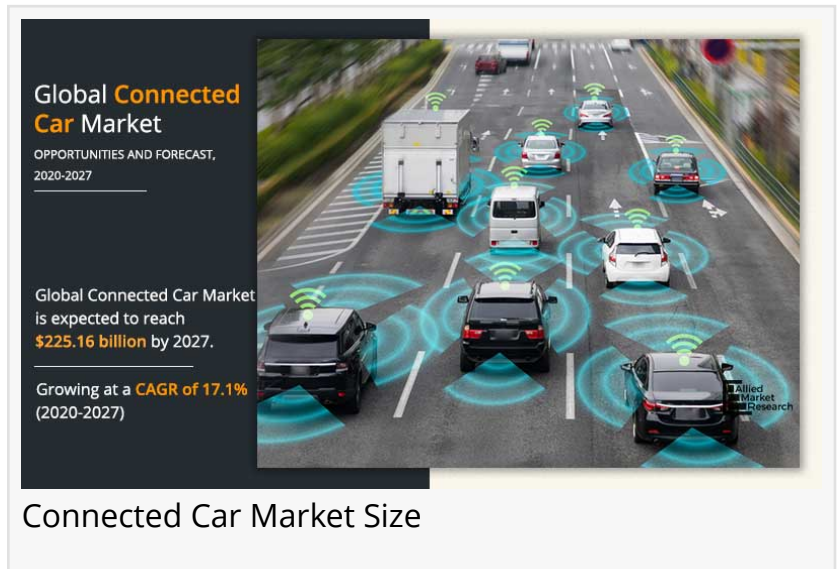
# Connected Car Market - Driving the Future: Trends and Opportunities

*Connected Car Market by Technology, Connectivity Solution, Service, and End Use: Global Opportunity Analysis and Industry Forecast, 2020-2027*

PORTLAND, OR, UNITED STATES, February 15, 2023 /EINPresswire.com/ -- As the [automotive industry](#)

undergoes a major transformation, the rise of connected car technology is changing the way we drive. Connected cars are equipped with sensors and Internet of Things (IoT) technology that allow them to collect and exchange data with other vehicles, infrastructure, and the cloud. This data can be used to provide real-time insights and improve safety, efficiency, and driver experience.

The [connected car market](#) is one of the fastest-growing sectors in the automotive industry, with the proliferation of smart technologies driving new opportunities for both automakers and tech companies. According to a report by Allied Market Research, the global connected car market is expected to reach \$225.16 billion by 2027, growing at a CAGR of 17.1% from 2020 to 2027.



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Key findings from the report:

**China:** China is the largest market for connected cars, accounting for over 30% of the global market share. The Chinese government is promoting the development of new energy vehicles (NEVs) and has set a target of 30% of all new vehicles sold by 2025 to be NEVs. This has led to increased adoption of connected car technology in China.

**United States:** The United States is the second-largest market for connected cars. In 2020, General Motors announced plans to launch 30 new electric vehicles globally by 2025, with the majority of them being sold in North America. This push towards electric vehicles is driving the

demand for connected car technology in the US.

□□□□□□□□: Germany is a key market for connected cars, with the country being home to several major automakers such as BMW, Audi, and Volkswagen. The German government has set a target of having 7-10 million electric vehicles on the road by 2030. This is expected to drive the adoption of connected car technology in Germany.

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By technology, the telematics segment is expected to hold the largest share of the market during the forecast period, owing to the increasing demand for safety and security features in vehicles.

By application, the infotainment segment is expected to hold the largest share of the market during the forecast period, owing to the growing demand for entertainment and multimedia features in vehicles.

By connectivity solution, the integrated solution segment is expected to hold the largest share of the market during the forecast period, owing to the increasing demand for seamless connectivity and advanced features in vehicles.

In conclusion, the connected car market is poised for significant growth in the coming years, driven by the increasing demand for safer and more convenient driving experiences. With the adoption of new technologies and the development of new use cases, the connected car market is expected to create numerous opportunities for automotive manufacturers and technology providers. As the automotive industry continues to evolve, the future of driving looks to be more connected than ever before.

One of the biggest trends in the [connected car market size](#) is the rise of connected car services, such as vehicle diagnostics, real-time traffic updates, and remote vehicle monitoring. These services are driving new revenue streams for automakers and creating a more personalized driving experience for consumers.

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Another trend in the connected car market is the integration of AI and machine learning technologies to enhance driver safety and provide more personalized experiences. For example, AI-enabled voice assistants can be used to control vehicle functions and provide real-time updates, while machine learning algorithms can be used to predict driver behavior and prevent accidents.

In terms of regional trends, the Asia-Pacific region is expected to dominate the connected car market due to the high adoption rate of electric vehicles and the increasing demand for smart

transportation systems. North America and Europe are also expected to experience significant growth in the coming years, driven by the development of advanced driver assistance systems and the growing popularity of connected car services.

As the connected car market continues to evolve, automakers and tech companies are adopting new strategies to stay competitive. Some are investing heavily in R&D to develop new technologies, while others are partnering with startups and other companies to expand their product offerings.

Ultimately, the success of the connected car market will depend on the ability of automakers and tech companies to deliver innovative solutions that meet the evolving needs of consumers. As the market continues to grow, there will be new opportunities for companies to develop new technologies and services that enhance the driving experience and drive new revenue streams.

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