

Accelerating Innovation: Automotive Electronics Market Set to Surge with Cutting-Edge Tech & Soaring Global Demand 2025

The Global Automotive Electronics Market is expected to reach at a CAGR of 8.5% during the forecast period 2024-2031.

AUSTIN, TX, UNITED STATES, August 8, 2025 /EINPresswire.com/ -- According to DataM Intelligence, The Global [Automotive Electronics Market](#) was valued at US\$ 6.5 billion in 2023 and is expected to increase to US\$ 12.4 billion by 2031, with a compound annual growth rate (CAGR) of 8.5% between 2024 and 2031. This growth is being driven mostly by increased demand for electric vehicles, advanced driver assistance systems (ADAS), and in-car infotainment systems.



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The Automotive Electronics Market is booming, driven by EVs, ADAS, and connectivity, with rapid innovation fueling growth and reshaping the future of mobility."

DataM Intelligence

Market Drivers & Opportunities:

Electrification & Sustainability: The ambitious Net Zero Emissions agenda forecasts an electric car fleet exceeding 300 million by 2031, with electric vehicles expected to represent 60% of new car sales. Heightened investment in electrification surpassing 65% of all transport sector end-use investment in 2021 and rising to 74% in 2022 propels market growth.

Software and Electronics Boom: Driven by trends like autonomous driving, vehicle connectivity, and shared mobility, the market for automotive software and electronic components is

experiencing rapid growth projected to surge from US\$ 238 billion in 2020 to US\$ 469 billion by 2031, outpacing the overall automotive industry's expansion.

Safety and Driver Assistance: The driver assistance segment is predicted as the fastest growing, expected to comprise a third of the total market between 2024 and 2031. Increased focus on road safety and sophisticated ADAS technologies energizes this rapid expansion.

Market Segmentation:

By Type:

- Engine Electronics
- Transmission Electronics
- Chassis Electronics
- Driver Assistance
- Entertainment Systems
- Electronic and Integrated Cockpit Systems.

By End-User:

- Automotive Manufacturers
- Fleet Operators
- Government and Public Transportation Agencies
- Electronics Manufacturers.

By Region:

- North America
- Europe
- South America
- Asia Pacific
- Middle East
- Africa.

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Market Geographical Share:

Asia-Pacific Leadership: The Asia-Pacific area is dominant, accounting for roughly 30% of the worldwide market. Its advantages in cost-effective manufacturing, labor availability, and established production bases draw automotive giants including Mercedes Benz, General Motors, and Volkswagen.

North American Momentum: North America stands as the second-fastest growing region, securing about 25% of the market share in 2023. Strategic collaborations and technological advancements are key drivers in this region, strengthening the competitive landscape.

Key Market Players:

Global leaders shaping the automotive electronics landscape include:

Geotab
MiX Electronics
Verizon Connect
Teletrac Navman
Omnitracs LLC
CalAmp
Samsara
TomTom
Trimble
Fleet Complete.

Recent Developments:

USA:

In January 2025, a top U.S.-based automotive electronics supplier announced a strategic partnership with a semiconductor giant to develop next-generation advanced automotive cockpit domain controllers, enhancing vehicle digital experience and safety capabilities.

In June 2024, a major American chip manufacturer launched a next-generation AI-powered automotive processor, aimed at enhancing autonomous driving safety and efficiency in domestic and international markets.

Japan:

In February 2025, a leading Japanese automotive manufacturer unveiled a suite of new electric vehicles equipped with level 3 advanced driver-assistance systems, marking a significant leap in autonomous mobility.

In May 2024, a prominent Japanese electronics company announced the deployment of high-efficiency power modules tailored for EVs, fostering breakthroughs in battery life and performance.

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Conclusion:

The Global Automotive Electronics Market is accelerating toward a digitally connected, electrified, and safety-first future. As innovation surges, collaboration between automotive manufacturers and technology partners continues to redefine market dynamics. The rapid adoption of smart driving solutions, especially in the Asia-Pacific and North American regions, positions the sector for robust long-term growth. Industry stakeholders are poised to capitalize on these opportunities, shaping the next era of mobility.

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