

Automotive Software Market Set to Hit USD 500.18 Billion by 2032 Connected Vehicles & Autonomous Driving Software Growth

Automotive Software Market size was valued at USD 293.29 Billion in 2024 and is projected to reach nearly USD 500.18 Billion by 2032, growing at a CAGR of 6.9%

WILMINGTON, DE, UNITED STATES, November 6, 2025 /EINPresswire.com/ -- Global [Automotive Software Market](#) Revolution: Connected Vehicles, ADAS, SDVs, Autonomous Driving, and EV Software Driving Next-Gen Intelligence

Global Automotive Software Market is rapidly transforming the automotive industry, driven by connected vehicles, Advanced Driver Assistance Systems

(ADAS), autonomous driving software, software-defined vehicles (SDVs), and EV software solutions. AI-powered telematics, over-the-air (OTA) software updates, and advanced HMI systems are enhancing vehicle intelligence, while innovations by BlackBerry, PTC, and Autonet accelerate adoption. Integration of 5G, V2X systems, and powertrain electrification software is unlocking massive opportunities for ultra-connected, intelligent automotive platforms.

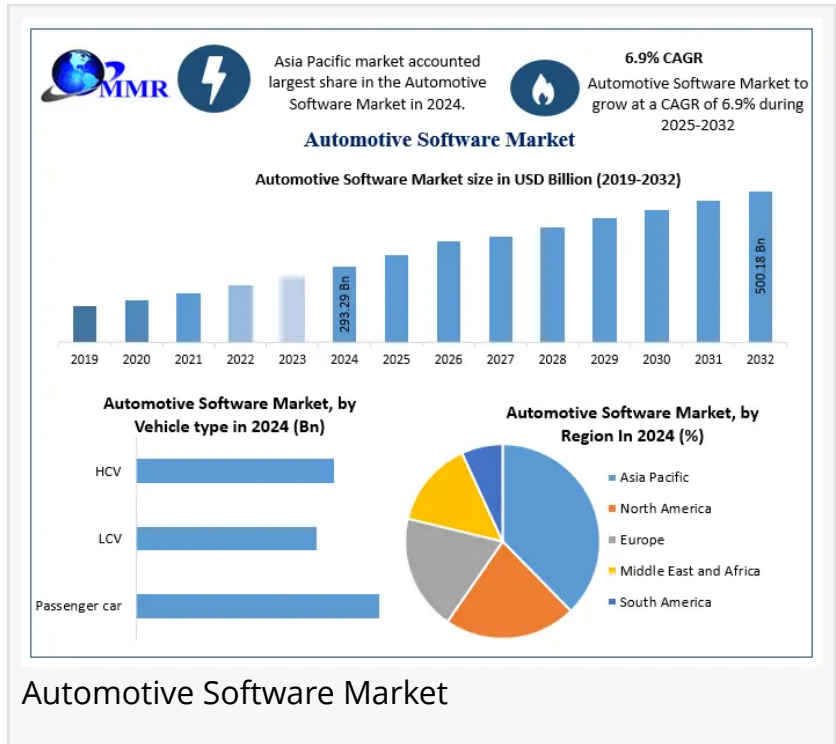


Connected vehicles, ADAS, autonomous driving software, and SDVs are propelling the Automotive Software Market into a new era of intelligent mobility.”

Dharti Raut

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Telematics Driving Unprecedented Growth

Global Automotive Software Market is being propelled by the surge of connected vehicles, autonomous driving software, and software-defined vehicles. Advanced Driver Assistance Systems (ADAS), AI-driven telematics, embedded automotive software, and over-the-air (OTA) software updates are fueling growth, transforming vehicles into intelligent platforms and unlocking significant revenue opportunities for industry stakeholders globally.

High-Cost 5G and Connectivity Challenges Limiting Growth of the Global Automotive Software Market

Global Automotive Software Market faces challenges from high-cost 5G and wireless connectivity infrastructure, limiting adoption of connected car services, ADAS solutions, and vehicle-to-everything (V2X) communication. Developing countries struggle with rapid OTA software updates, IoT integration, and cloud-based platforms, creating barriers for AI-powered telematics, autonomous driving software, and software-defined vehicles, despite growing global demand.

5G and AI Innovations Unlock Massive Growth Opportunities in the Global Automotive Software Market

Global Automotive Software Market is unlocking immense opportunities through 5G-enabled connected vehicles and AI integration. Autonomous driving software, ADAS, AI-powered telematics, gesture-recognition HMI, deep learning applications, and powertrain electrification software are transforming vehicles into ultra-connected, software-defined platforms. Strategic investments in 5G infrastructure and AI innovations are accelerating global adoption and market revenue growth.

Passenger Cars, ADAS, and Battery Management Drive the Global Automotive Software Market Segmentation

Global Automotive Software Market is dominated by passenger cars, driven by growing demand for ADAS, AI-powered telematics, and connected vehicle services. Application software leads the software layer, enabling advanced infotainment, HMI, and V2X systems, while battery management dominates EV applications. Segments such as autonomous driving, OTA updates,

Global Automotive Software Market Segments Covered	
By Vehicle type	Passenger car LCV HCV
By End-User	ADAS & Safety Systems Body Control & Comfort System Powertrain System Infotainment System Communication System Vehicle Management & Telematics Connected Services Autonomous Driving HMI Application Biometrics Remote Monitoring V2X System
By Software layer	Operating System Middleware Application software
By EV application	Charging Management Battery Management V2G
By Region	North America (United States, Canada and Mexico) Europe (UK, France, Germany, Italy, Spain, Sweden, Austria, Turkey, Russia and Rest of Europe) Asia Pacific (China, India, Japan, South Korea, Australia, ASEAN (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Viet Nam etc.) and of APAC) Middle East and Africa (South Africa, GCC, Egypt, Nigeria and Rest of ME) South America (Brazil, Argentina, Colombia and Rest of South America)

and software-defined vehicles are accelerating adoption, transforming vehicles into ultra-connected, intelligent platforms and unlocking significant global revenue opportunities.

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Software-Defined Vehicles, AI, and ADAS Propel Key Trends in the Global Automotive Software Market

Shift to Software-Defined Vehicles (SDVs): The rise of software-defined vehicles is transforming the automotive industry, enabling continuous feature upgrades, OTA software updates, and real-time performance optimization, making connected vehicles and autonomous driving software more efficient and intelligent.

Integration of AI and Machine Learning: AI-powered telematics, predictive maintenance, and generative AI for vehicle design are revolutionizing automotive software, driving smarter, safer, and more personalized experiences for passenger cars and EVs.

Growing Demand for Connected and Autonomous Vehicles: Expanding adoption of ADAS, V2X systems, and semi-autonomous capabilities is fueling the global Automotive Software Market, unlocking massive opportunities in autonomous driving software, over-the-air updates, and AI-enabled mobility solutions.

BlackBerry, PTC, and Autonet Drive Innovation: Key Automotive Software Market Developments Accelerating SDVs, AI, and Connected Vehicles in 2025

On January 16, 2025, BlackBerry's QNX division announced a global collaboration with Vector Informatik GmbH and TTTech Auto AG to develop a foundational vehicle software platform aimed at accelerating the shift to software-defined vehicles (SDVs) and simplify automotive software integration.

On April 2, 2025 the acquisition of IncQuery Group which strengthens its ALM/systems engineering portfolio in support of complex automotive software & system development, signalling increased focus on software-centric development for automotive OEMs.

Autonet (South Africa): Although current publicly detailed automotive software market developments for Autonet are not evident, their core offering remains strong in AI-powered vehicle data solutions and image recognition systems for the automotive industry, positioning the company for future growth in connected car and telematics software markets.

Asia Pacific and Europe Lead the Global Automotive Software Market with ADAS, SDVs, and Connected Vehicle Innovations

Asia Pacific Automotive Software Market leads globally, driven by high vehicle production in Japan, China, and South Korea and rising demand for connected vehicles, ADAS solutions, autonomous driving software, and software-defined vehicles (SDVs). Government initiatives like China's Made in China 2025 accelerate investment, enabling advanced, reliable, and performance-oriented automotive software solutions for passenger cars and EVs.

Europe Automotive Software Market is driven by moderate software penetration and a strong focus on ADAS, autonomous driving software, connected vehicles, and EV software solutions. Leading OEMs and technology innovators like Bosch, NVIDIA, and Elektrobit leverage regulatory mandates and advanced technologies, including software-defined vehicles (SDVs) and electric vehicles (EVs), to accelerate market growth, adoption, and innovation in automotive software.

Global Automotive Software Market Key Players:

1. ATEGO SYSTEMS INC. (PTC)(Myanmar)
2. Autonet,(South Africa)
3. Blackberry(Canada)
4. Wind River(US)
5. Microsoft(US)
6. ACCESS, Broadcom(US)
7. Google(US)
8. Green Hills Software(US)
9. MontaVista Software(US)
10. Mentor Graphics(US)
11. Airbiquity(US)
12. Texas Instruments(US)
13. Adobe Systems (Adobe).(US)
14. PTC Inc.(US)
15. NXP Semiconductors(Netherlands)
16. Renesas Electronics(Japan)
17. Dassault Systems(France)
18. Intellias Ltd.(Ukraine)

FAQs:

What is the projected growth of the Global Automotive Software Market?

Ans: Global Automotive Software Market is projected to grow from USD 293.29 Billion in 2024 to nearly USD 500.18 Billion by 2032, at a CAGR of 6.9%, driven by connected vehicles, ADAS, autonomous driving software, and software-defined vehicles (SDVs).

Which regions dominate the Automotive Software Market?

Ans: Asia Pacific leads due to high vehicle production in Japan, China, and South Korea and rising

adoption of connected vehicles, ADAS, and EV software solutions, while Europe focuses on ADAS, autonomous driving software, and software-defined vehicles (SDVs).

Who are the key players driving innovation in the Automotive Software Market?

Ans: Major industry players include BlackBerry, PTC, Autonet, Microsoft, Google, Wind River, NXP Semiconductors, and Renesas Electronics, advancing SDVs, AI-powered telematics, OTA updates, and connected vehicle technologies globally.

Analyst Perspective:

Industry analysts observe that the Automotive Software Market is experiencing transformative growth, fueled by the rise of connected vehicles, ADAS, autonomous driving software, and software-defined vehicles (SDVs). Strategic investments in AI, 5G, and OTA software platforms are enhancing competitiveness, while leading players like BlackBerry, PTC, Autonet, Bosch, and NVIDIA are driving innovation and shaping the market's future trajectory.

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