Automotive Smart Antenna Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 65 pages | Mordor Intelligence

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Report description:

The Automotive Smart Antenna Market is expected to register a CAGR of 5.3%.

Smart antennas are used to identify spatial signal signatures such as the direction of arrival (DOA) of the signal in vehicles for better communication. Increasing the installation of safety and convenience systems in passenger cars and commercial vehicles and growing advancements in the communications field of vehicle electronics is expected to promote the growth of the market.

With increasing vehicle sales, the adoption of smart antennas has also increased. Asia Pacific is expected to be the fastest-growing region while North America is the market leader.

Although there has been a slight decrease in the new passenger car sales in the Asia Pacific, in countries like India and China, the demand for luxury cars has increased. This in turn is driving the market for automotive smart antennas in the region.

Automotive Smart Antenna Market Trends

Increase in Development of New Smart Antennas

The integration of high-end communication technologies has become an important feature in the global automotive industry. Antennas in vehicles serve a wide range of applications starting from receiving satellite-based navigation to making a call. Shark-fin antennas have become the most common element for passenger cars. Earlier this type of antennas was offered in luxury sedans and sports utility vehicles. Currently, in developing automobile markets such as India, even the entry-level cars are offered with shark-fin antennas. Driven by the increased adoption and technological advancements, the shark-fin antennas in the future

may be even smaller and serve a wide range of purposes as compared to a conventional antenna.

However, future technologies require multiple antennas to establish better communication signals. Although there is an option of installing multiple antennas, this will interfere with other antennas in the proximity. To eliminate this, TU Wien, Vienna University of Technology has developed a special antenna box that can be integrated into the front area of the car roof. This technology has been tested and results showed that the directionality of wireless signals is better around cars, and with the new antenna variants cars are extremely well equipped for the wireless requirements.

Manufacturers are currently working on a newer type of smart antenna that can replace the conventional antenna. In the future, data exchange will play a significant role in road transportation.

Asia Pacific Growing at a Higher CAGR

Smart antennas are no longer reserved for luxury cars, as these systems are making inroads irrespective of vehicle segment; even in the C and B-segment vehicles.

In order to retain their loyal consumer base, major premium car manufacturers are trying to improvise on the existing antennas or producing better hardware to stand out.

Sports Utility Vehicles have taken a giant leap in the automotive sector. The sales of SUVs have gained significant traction with growing consumer preference towards owning a vehicle with better city driving in bad roads and for the sporty off-road experience.

Asia-Pacific countries are now witnessing a considerable spike in the demand for SUV and crossover vehicles over the past 3-4 years. With the SUVs finding their use in weekend off-road applications, the demand from the customer for better convenience and communication systems in this segment grew substantially which in-turn is driving the demand for smart antennas.

India represents the 4th largest automobile industry in the world with more than 3.39 million cars sold in 2018. Over the past few years, there has been increasing demand from consumers for features like infotainment systems with navigation facility. Convenience, connectivity features.
By 2019, car manufacturers like Maruti Suzuki, Hyundai, Kia, MG, Tata, Mahindra, and Toyota have started offering shark-fin antenna in their newly launched models for the Indian market.

Automotive Smart Antenna Market Competitor Analysis

Robert Bosch GmbH, Continental AG, TE Connectivity, and Hella GmbH & Co. KGaA are dominant players in the market studied.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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