

China Connected Cars Market Assessment, By Network [3G, 4G-LTE, 5G-LTE], By System Type [Embedded System, Tethered], By Components [Central Gateway, Head Unit, Electronic Control Unit (ECU), Telematics Control Unit (TCU), Others], By Vehicle Type [Internal Combustion Engines (ICE) Vehicle, Electric/Hybrid Vehicle], By Communication Type [Vehicle to Infrastructure, Vehicle to Vehicle, Vehicle to Pedestrian, Vehicle to Cloud], By Sales Channel [Original Equipment Manufacturer (OEM), After Market], By Application [Navigation, Safety, Entertainment], By Region, Opportunities and Forecast, 2016-2030F

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Report description:

China Connected Cars Market size was valued at USD 14.03 billion in 2022 which is expected to reach USD 35.16 billion in 2030 with a CAGR of 12.17% for the forecast period between 2023 and 2030. The connected car market in China has witnessed significant growth and innovation in recent years, driven by various factors. One of the key drivers is the increasing demand for advanced technology and connectivity in vehicles. Chinese consumers are becoming more tech-savvy and seeking vehicles that offer seamless integration with their digital lifestyles. This has led to a surge in the adoption of connected car solutions, such as in-car infotainment systems, advanced navigation systems, and telematics services.

Government support and policies have also played a crucial role in fostering the growth of the connected car market in China. The Chinese government has recognized the potential of connected cars in improving road safety, reducing congestion, and enhancing

overall transportation efficiency. It has introduced favorable regulations and initiatives to encourage the development and deployment of connected car technologies. This support has attracted both domestic and international companies to invest in the Chinese market, further fueling innovation. In terms of innovation, China has witnessed advancements in areas such as autonomous driving, artificial intelligence, and cloud computing, which have been integrated into connected car systems. Chinese companies like Baidu Inc., Tencent, and Alibaba have made significant strides in developing autonomous driving technologies and connected car platforms. These platforms leverage AI and big data to offer personalized services, real-time traffic information, and enhanced driver assistance features. Moreover, the rapid growth of the electric vehicle (EV) market in China has also contributed to the connected car ecosystem. Many EV manufacturers in China are integrating connected features into their vehicles, enabling remote vehicle management, over-the-air updates, and energy optimization.

Growing Demand for Safety and Convenience

The China Connected Cars Market is experiencing a growing demand for safety and convenience features as consumers are increasingly seeking vehicles that offer advanced safety technologies such as collision avoidance systems, lane departure warnings, and intelligent emergency braking. Rapid urbanization and increasing traffic congestion in major cities have created a need for technologies that enhance road safety. Additionally, Chinese consumers are highly tech-savvy and value convenience. They expect connected cars to provide seamless integration with their digital lifestyles, including features like in-car infotainment, voice control, and smart navigation systems.

The COVID-19 pandemic has further highlighted the importance of contactless services, leading to an increased interest in connected cars that offer touchless controls and remote management capabilities. As a result, automakers and technology companies in China are focusing on developing and integrating safety and convenience features to cater to the evolving demands of Chinese consumers. For instance, in 2022, the second generation of CS75 Plus was introduced which is equipped with a range of safety and convenience features. It includes advanced safety systems such as lane departure warning, blind-spot monitoring, and adaptive cruise control. Additionally, the CS75 F Plus offers convenient features like keyless entry, push-button start, and a touchscreen infotainment system with smartphone integration.

Increased Availability of 5G Networks

The increased availability of 5G networks in China has significant implications for the connected cars market. 5G technology provides faster and more reliable connectivity, enabling seamless communication between vehicles and the surrounding infrastructure. With higher data transfer speeds and lower latency, connected cars can access real-time information, such as traffic updates, road conditions, and navigation data, more efficiently. This enhances the overall driving experience and enables advanced features like remote diagnostics, over-the-air updates, and vehicle-to-vehicle communication for improved safety. Moreover, 5G networks facilitate the integration of emerging technologies like artificial intelligence and edge computing, enabling connected cars to process data faster and make real-time decisions. As China continues to expand its 5G infrastructure, it creates a favorable environment for the growth of the connected cars market by unlocking new possibilities and enabling more sophisticated and innovative applications for connected vehicles.

Development of New Connected Car Technologies

The China Connected Cars Market is witnessing the development of new and innovative technologies that are transforming the driving experience. One such technology is autonomous driving, with Chinese companies investing heavily in research and development to enhance self-driving capabilities. Advancements in artificial intelligence and machine learning algorithms are enabling vehicles to analyze real-time data, detect objects, and make informed decisions on the road. Additionally, there is a focus on developing intelligent voice control systems that allow drivers to interact with their vehicles seamlessly, enabling hands-free operation and access to various in-car features. Furthermore, the integration of cloud computing and big data analytics is enabling connected cars to gather and process vast amounts of data for personalized services, predictive maintenance, and enhanced vehicle performance. These new technologies are reshaping the China connected cars market, offering improved safety, convenience, and connectivity for consumers.

For instance, BYD Dolphin is an electric vehicle (EV) model launched by BYD Auto in 2023 which incorporates advanced technology, including a high-capacity battery for longer range, regenerative braking for energy efficiency, and intelligent features such as touchscreen infotainment, connectivity, and advanced driver assistance systems (ADAS) for a modern driving experience. Impact of COVID-19

COVID-19 had a significant impact on the connected car market in China. During the pandemic, the automotive industry faced disruptions in production and supply chains, leading to a temporary slowdown in the connected car market. Lockdown measures and reduced consumer spending also affected the demand for new vehicles. However, the pandemic has also acted as a catalyst for innovation and adoption of connected car technologies. As people sought safer and contactless transportation options, there was an increased interest in connected cars for their advanced features, such as remote diagnostics and touchless controls. Additionally, the pandemic highlighted the importance of connectivity and data-driven solutions, prompting automakers and technology companies to invest further in connected car technologies to meet changing consumer expectations in a post-pandemic world.

Impact of Russia-Ukraine War

The Russia-Ukraine war had impacted the Germany Connected Cars Market in several ways. Firstly, the conflict led to geopolitical tensions and economic sanctions, which disrupted supply chains and hindered the import/export of automotive components, affecting production and availability of connected car technologies. Secondly, market uncertainty and consumer apprehension dampened the demand for high-end automotive features, including connected technologies. Moreover, if the conflict escalates and results in broader regional instability, it could negatively impact investor confidence and overall economic growth, which would indirectly impact the automotive sector. However, the precise impact would depend on the duration, intensity, and resolution of the conflict.

Key Players Landscape and Outlook

The key players landscape in the China connected cars market is highly competitive and evolving. Companies such as Baidu Inc., Tencent, Alibaba, Geely, and BYD have been at the forefront of innovation and investment in connected car technologies. These players are developing advanced features like autonomous driving, Al-powered platforms, and seamless connectivity. Looking ahead, the outlook for the China connected cars market is promising. Additionally, partnerships and collaborations between technology companies and automakers are expected to further fuel market growth and offer new opportunities for innovation. For instance, in 2023, Banma (Zebra Information Technology Co., Ltd.) collaborated with Cerence Inc. to incorporate advanced car conversational Al and voice recognition technology in cars. These technologies will be deployed in Banma_[s OEM customers Shanghai Volkswagen Automotive Co. (SVW) and FAW-Volkswagen (FAW-VW).

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16. About Us & Disclaimer



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