United States 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, Telematics Control Unit, Others], By Vehicle Type [Internal Combustion Engines 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, After Market], By Application [Navigation, Safety, Entertainment], By Region, Opportunities and Forecast, 2016-2030F

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Report description:

United States Connected Cars Market size was valued at USD 20.2 billion in 2022, expected to reach USD 89.2 billion in 2030 with a CAGR of 20.4% for the forecast period between 2023 and 2030. The United States connected cars market has witnessed remarkable growth and innovation in recent years, transforming the automotive landscape. Connected cars, also known as smart cars or internet-enabled vehicles, utilize advanced technologies to enhance driver experience, safety, and efficiency. The convergence of automotive and digital technologies has driven the rapid adoption of connected cars. One of the new market drivers is the growing demand for enhanced safety features and autonomous driving capabilities. Advanced driver-assistance systems (ADAS) such as adaptive cruise control, lane-keeping assist, and automatic emergency braking have become more prevalent, attracting consumers seeking safer and more convenient driving experiences. The increasing emphasis on

sustainability and environmental concerns has also fueled the demand for electric and hybrid-connected cars, promoting eco-friendly mobility solutions.

Moreover, innovation in the connected cars market has been bolstered by the rise of 5G connectivity. The ultra-fast and low-latency capabilities of 5G networks have unlocked new possibilities, enabling real-time data exchange, improved navigation services, and seamless integration with the Internet of Things (IoT) devices. This has allowed vehicles to communicate with smart infrastructure, traffic signals, and other connected cars, facilitating efficient traffic management and reducing congestion.

Furthermore, cloud computing and artificial intelligence (AI) have played crucial roles in enhancing connected car capabilities. Cloud-based services allow for over-the-air updates, ensuring that vehicles stay up to date with the latest software and feature improvements. AI-powered systems enable personalized experiences, from voice-activated controls to intelligent virtual assistants that can adapt to drivers' preferences and provide valuable insights for maintenance and diagnostics. With the ongoing pursuit of innovation and the growing consumer appetite for connected cars, the United States market is poised for continued expansion and technological advancement.

For instance, in 2022, Scientists based in Tennessee reported a successful application of artificial intelligence in a fleet of wirelessly connected vehicles, aiding in alleviating traffic congestion during rush hours on Interstate 24.

Safety and Autonomous Driving

Safety and autonomous driving are two critical aspects driving the growth and adoption of connected cars in the United States. Advanced driver-assistance systems (ADAS) integrated into connected vehicles offer features like lane-keeping assist, adaptive cruise control, and collision avoidance, enhancing road safety and reducing the likelihood of accidents. Moreover, connected cars' data exchange and real-time communication capabilities enable them to interact with surrounding vehicles and infrastructure, contributing to a safer driving environment. As the technology evolves, the focus on autonomous driving is gaining momentum. Connected cars are laying the foundation for self-driving vehicles, promising increased safety through reduced human error. Integrating AI, sensors, and advanced mapping technologies allows for improved decision-making, making autonomous driving a transformative prospect for the future of transportation in the United States.

For instance, in 2023, Toyota launched its Land Cruiser ZX Gasoline 3.5L. Toyota Land Cruiser ZX Gasoline 3.5L is a robust SUV renowned for its reliability and performance. Along with its powerful engine, it comes equipped with advanced safety features, including a comprehensive suite of driver- assistance systems like lane departure warning, adaptive cruise control, and automatic emergency braking. The Land Cruiser ZX Gasoline prioritizes safety, making it a trusted choice for adventurous and family-oriented drivers.

Growing Demand for Sustainability and Electric Vehicles

The United States connected cars market is witnessing a growing demand for sustainability and electric vehicles (EVs). With increasing environmental concerns and a drive towards reducing greenhouse gas emissions, consumers are seeking eco-friendly mobility solutions. Connected cars play a significant role in promoting sustainability by offering advanced features such as energy-efficient driving assistance, real-time data on energy consumption, and the ability to monitor and optimize EV charging. The integration of connected technologies in EVs enhances their appeal, providing seamless connectivity for navigation, remote charging, and vehicle status monitoring. Moreover, government incentives and initiatives supporting the adoption of EVs further bolstered the demand for connected electric vehicles, positioning them as a crucial component in the transition towards a greener and more sustainable transportation landscape in the United States.

For instance, in 2023, GMC launched its Hummer EV SUT. The Hummer EV SUT is an all-electric vehicle offering powerful performance and off-road capabilities. With a stunning design and advanced technology, it features an electric powertrain delivering impressive torque and acceleration. The Hummer EV SUT represents a new era of sustainable mobility, combining the iconic Hummer legacy with cutting-edge electric vehicle technology.

Adoption of OTA Updates

The adoption of Over-the-Air (OTA) updates is gaining significant momentum in the United States connected cars market. OTA updates enable car manufacturers to remotely deliver software and firmware upgrades to connected vehicles, enhancing functionality, security, and performance without requiring physical dealership visits. This technology allows for the seamless integration of new features, bug fixes, and safety enhancements, ensuring that connected cars stay updated with the latest advancements throughout their lifecycle. OTA updates also play a crucial role in addressing cybersecurity vulnerabilities promptly,

mitigating potential risks and safeguarding consumers' data. As the automotive industry embraces digital transformation, the widespread implementation of OTA updates is set to revolutionize how cars are maintained and optimized, providing a more efficient and customer-centric approach to connected car ownership in the United States.

Impact of COVID-19

The COVID-19 pandemic significantly impacted the United States connected cars market. Consumer spending and confidence were reduced as the outbreak prompted widespread lockdowns and safety measures, leading to a decline in new car purchases. Consequently, the demand for connected cars, steadily increasing before the pandemic, experienced a setback. Automotive manufacturers faced supply chain disruptions, delaying production and new technology integration. However, amidst the challenges, the crisis also acted as a catalyst for innovation and adaptation. Companies embraced remote diagnostics and digital services to address maintenance issues and engage with consumers virtually. Additionally, the focus on hygiene and safety accelerated the integration of touchless technologies, paving the way for a potential rebound in the connected cars market as the pandemic wanes and the economy recovers.

Impact of Russia-Ukraine War

The Russia-Ukraine War had notable repercussions on the United States-connected cars market. The conflict triggered uncertainties and heightened global tensions, leading to fluctuations in commodity prices, including critical raw materials used in automotive manufacturing. Supply chain disruptions and trade restrictions impacted car production, resulting in potential delays and increased costs for connected car components and technologies. Furthermore, the instability in the region affected investor confidence and consumer sentiment, leading to decreased demand for new vehicles, including connected cars. Amidst the heightened security concerns, consumer preferences might have shifted towards more domestically sourced and secure technologies. The ongoing war's ripple effects underscored the interconnectedness of global markets and the vulnerability of industries like the connected cars market to geopolitical conflicts.

Key Players Landscape and Outlook

The United States connected cars market is highly competitive and features a diverse landscape of key players driving innovation and growth in the industry. Established automotive manufacturers such as General Motors, Ford, Toyota, BMW, and Volkswagen continue to play significant roles in integrating connected technologies into their vehicles. Technology giants like Google's Waymo, Apple, and Tesla are disrupting the market with their autonomous driving technologies. Emerging players, including startups and tech companies specializing in IoT and AI, also contribute to the market's dynamism. The US connected cars market's outlook remains optimistic, driven by ongoing advancements in 5G connectivity, AI-driven features, and consumer demand for enhanced safety, convenience, and infotainment.

As the industry evolves, strategic partnerships, collaborations, and investments in research and development are expected to shape the future of connected cars in the United States.

For instance, Guerrilla RF is ramping up its investments in the rapidly expanding USD 56.3 billion connected vehicle market in 2023. The company aims to capitalize on the burgeoning demand for related car technologies by accelerating the development of innovative solutions. As the automotive industry moves towards greater connectivity and autonomous driving, Guerrilla RF's increased investment will enable it to stay at the forefront of this dynamic market and cater to the growing needs of automakers and consumers alike.

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