

## Report Information

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# Automotive Smart Antenna Market Research Report – Global Forecast till 2030

Report / Search Code: MRFR/AM/5834-HCR

Publish Date: April, 2023

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## Description:

### Global Automotive Smart Antenna Market Research (MRFR Insights)

The global automotive smart antenna market is projected to register a CAGR of 14.20% from 2022 to 2030. For improved communication, smart antennas are employed in automobiles to recognize spatial signal fingerprints, such as the signal's direction of arrival (DOA). The global automotive smart antenna market size is expected to reach approximately USD 5.93 billion by 2030. The market is driven by several factors, such as increased demand for safety features that rely on connectivity and expanding cellular applications for connected vehicles. The car industry is moving toward "smart" vehicles, which must connect to and develop the same smart antennas as their primary goal. The vehicles are integrated via vehicle-to-vehicle and vehicle-to-infrastructure connectivity to enhance performance and safety. The automotive smart antenna links various services such as mobile communication, GPS, TV, radio, and others.

### COVID-19 Impact Analysis

The pandemic has changed and established new types of trends that have the potential to dominate market supply and demand as well as target audience preferences for a longer period. The pandemic was spreading at a rapid clip, and public healthcare systems around the globe were failing. The absence of logistical support and the inefficient transfer of resources was caused by stringent laws and regulations such as lockout, functional limitations, and cross-border prohibitions. These further caused a decrease in the global market's demand and supply chain mechanism. Lifting the lockdown and other actions, such as investing in the R&D divisions, will encourage market participants to improve their capacity to design and produce new products and then introduce them on an international level to support and address the rapidly evolving needs of a variety of global target audiences.

### Global Automotive Smart Antenna Market Dynamics

The production of light-duty vehicles has been steadily increasing, and the market products and services have increased their installation of safety and convenience features, which can be attributed to the expanding market size. Due to the growing demand for connected and smart features in various cars, the introduction of autonomous vehicles is projected to favor market size. Due to rigorous emission standards and increased subsidies offered for environmentally friendly vehicles, demand for these vehicles is rising, raising the market's potential for expansion.

### Global Automotive Smart Antenna Market Drivers

- **Increased development of smart antenna to drive market growth**

High-end communication technology integration has grown in significance within the worldwide automobile sector. Vehicle antennas are used for various functions, from receiving satellite-based navigation to placing calls. Shark-fin antennas are becoming the most popular component in passenger vehicles. Previously, this kind of antenna was available in high-end cars and sport utility vehicles. Even entry-level automobiles are now available with shark-fin antennae in growing auto markets like India. Future shark-fin antennas might be smaller and perform more functions than traditional antennas, thanks to greater use and technical breakthroughs. Furthermore, future technologies will need more antennas to establish stronger communication signals. Although adding several antennas is possible, doing so will cause interference with nearby antennas. The Vienna University of Technology, TU Wien, has created a unique antenna box that can be incorporated into the front portion of the automobile top to eliminate this problem. The directionality of wireless signals surrounding automobiles is improved thanks to this technology, and the new antenna variations make cars very well prepared for wireless needs. A more modern smart antenna that can take the place of the traditional antenna is presently being developed by manufacturers. Data interchange will be crucial in the future of road transportation.

### Restraints:

- **Harsh conditions affecting the performance of automotive smart antennas**

The growth of the automobile industry and the driving experience may be impacted by the data generated by connected cars because there are several difficulties in producing and managing data. Additionally, connected cars can provide a tonne of data, including driver and engine performance information. However, data security and privacy issues present significant difficulties for individuals and companies. It is because smart antennas and other connected car communication equipment rely on private and public networks and are interconnected to the Internet. These circumstances can impair the performance of vehicle smart antennas, consequently limiting the market's expansion.

#### **Opportunities:**

- **The growing number of strategic alliances in the market**

Vendors are forming several strategic alliances in the automotive smart antenna industry to expand, boost the supply chain's pricing power, or eradicate competition. The market has a significant number of strategic alliances, mostly due to the fierce competition between providers and the expansion of the connected car sector. Vendors also choose strategic alliances to gain potential market shares. As a result, the market expansion will be fueled by this rise in strategic alliances.

#### **Segment Overview**

##### **By Frequency**

The global automotive smart antenna market segmentation, based on frequency, is ultra-high, very high, and high. The global automotive smart antenna market growth was prominently high under the very-high frequency category in 2021 due to rising traffic congestion concerns and increased demand for dashboard features.

##### **By Vehicle Type**

The global automotive smart antenna market segmentation, based on vehicle type, is passenger cars, commercial vehicles, and electric vehicles. In 2021, passenger cars accounted for the largest market share of the global market. Passenger cars have transformed the way people move and impacted societies and economies all over the globe. Today, the passenger car is a staple of modern societies, providing independence and freedom of mobility to the masses. About half of the global revenue from the passenger automobile market comes from China and the United States, with Europe coming in slightly second. However, the electric vehicles segment is the fastest-growing global market.

##### **By Sales Channel**

Based on sales channels, the global automotive smart antenna market is divided into original equipment manufacturer (OEM), original equipment supplier (OES), and independent automotive manufacturer (IAM). The original equipment manufacturer category dominated the market for the automotive smart antenna in 2021. The automotive smart antenna enables OEMs to provide new technological architecture standards and fulfill customer requirements for communication services.

#### **Global Automotive Smart Antenna Market Share, by Region, 2021 (%)**

Automotive Smart Antenna Market

Global Automotive Smart Antenna Market Overview, By Region

By region, the global market has been divided into North America, Europe, Asia-Pacific, and the Rest of the World. North America accounted for the most extensive market share. Asia-Pacific will exhibit the highest CAGR during the forecast period.

##### **North America**

North America dominated the market share in 2021 because the area has a strong smartphone industry with significant smartphone companies and access to high-quality wireless connection infrastructure. Future market expansion is anticipated to be fueled by the early adoption of new technologies across various industries and rapid development.

##### **Asia-Pacific**

Asia-Pacific accounted for the fastest growth rate in the global market in 2021 due to the strong economic growth, rising population, rapid urbanization, and the development of connected car vehicles. As connectivity-based security rules are implemented in Japan and South Korea, the need for smart antennas in these countries will likely increase over the next five years. Countries like China are expected to implement vehicle and road safety laws due to their growing population and automobile demand.

#### **Global Automotive Smart Antenna Market Competitive Landscape**

The competitive landscape for vehicle smart antennas provides details about each competitor. The company's financials, revenue generated, market potential, investment in R&D, new market initiatives, global presence, production sites and facilities, production capacities, company strengths and weaknesses, product launch, product width and breadth, and application dominance are among the details that are included. The leading automotive players have started to focus on hardware and software platforms for in-vehicle and external communications.

Prominent players in the global automotive smart antenna market research include Ficosa International, S.A. (Spain), Continental AG (Germany), Hirschmann Car Communication GmbH (Germany), West Corporation (US), Ace Technologies Corp. (Korea), Antenova M2M (UK), WORLD PRODUCTS INC.(US), KATHREIN SE (Germany), and Laird (US), among others.

## **Scope of the Global Automotive Smart Antenna Market Report**

### **By Frequency**

- Ultra-high
- Very High
- High

### **By Vehicle Type**

- Passenger Cars
- Commercial Vehicles
- Electric Vehicles

### **By Sales Channel**

- OEM
- OES
- IAM

### **By Region**

- North America
  - US
  - Canada
  - Mexico
- Europe
  - UK
  - Germany
  - France
  - Italy
  - Spain
  - Rest of Europe
- Asia-Pacific
  - China
  - India
  - Japan
  - Australia and New Zealand
  - Rest of Asia-Pacific

- Rest of the World
  - South America
  - Middle East
  - Africa

## Objectives of the Study

The objectives of the study are summarized in 5 stages. They are as mentioned below:

- **Global Automotive Smart Antenna Market Forecast & Size:**

To identify and estimate the market size for the global automotive smart antenna market report segmented by frequency, vehicle type, and sales channel by value (in US dollars). Also, to understand the consumption/ demand created by consumers in the global automotive smart antenna market forecast between 2022 and 2030

- **Market Landscape and Trends:**

To identify and infer the drivers, restraints, opportunities, and challenges in the global automotive smart antenna market growth

- **Market Influencing Factors:**

To find out the factors which are affecting the global automotive smart antenna market size among consumers

- **Impact of COVID-19:**

To identify and understand the various factors involved in the market affected by the pandemic

- **Company Profiling:**

To provide a detailed insight into the major companies operating in the market. The profiling will include the company's financial health in the past 2-3 years with segmental and regional revenue breakup, product offering, recent developments, SWOT analysis, and key strategies.

## Intended Audience

- Vehicle traders and manufacturers
- Market importers and exporters
- Government sector
- Public sector
- Market investors
- Research firms
- Development institutions
- Potential market buyers
- Antenna producers
- Automotive market players

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