Automotive Smart Antenna Market Research Report – Global Forecast till 2023

Market Synopsis:

The recent trend in the automotive industry is towards intelligent cars that are fully connected to achieve vehicle-to-infrastructure (V2I) and vehicle-to-vehicle (V2V) communications to enhance safety and performance. The automotive smart antenna fulfills the requirement of new system architectures and therefore links a range of services including eCall, GPS, TV and Car-to-X in one central point, radio, mobile communication, outside of the head unit. Automotive smart antenna provides OEMs an extra edge through providing effective technological structure that allows new architectures, standards, and customer requirements for communication and infotainment services to be integrated in vehicles flexibly, quickly, and in a scalable manner.

The installed smart antenna in vehicles helps in reducing the overall cost and weight reduction due to easier cable routing and reduced cable length. Furthermore, the smart antenna used in the automotive application does not impact the design as they are completely invisible and are not exposed to carwashes, vandalism, and other external forces which makes it more durable and reliable to operate. Moreover, the process cost for OEM is mostly unaffected with the smart antenna installation as antenna delivery are in mirror module and helps in reducing carbon emissions due to no additional air drag.

The automotive smart antenna helps to intelligently combine a tuner, antenna, and transceiver in a single unit and therefore reducing the design complexity. Furthermore, adding intelligence, awareness, and connectivity helps in defining an entirely new landscape of providing safety, infotainment, convenience, and communication for V2X. Moreover, improved connected car user experience, active steering, stronger interference immunity, and better connectivity are the major car benefits offered through installation of automotive smart antenna.

Segmentation: Automotive Smart Antenna Market
The global Automotive Smart Antenna Market is segmented on the basis of frequency, vehicle type, sales channel, and region. On the basis of frequency, the market has been segmented into ultra-high frequency, very high frequency, and high frequency. On the basis of vehicle type, the market has been segmented into passenger cars, commercial vehicles, battery electric vehicles, hybrid electric vehicles, and plug-in hybrid vehicle. On the basis of sales channel, the market has been segmented into original equipment manufacturer, original equipment supplier, and independent aftermarket.

Geographically, the global Automotive Smart Antenna Market has been segmented into four major regions namely North America, Europe, Asia-Pacific, and the Rest of the World. Asia Pacific is estimated to witness substantial growth in the future owing to stringent standards pertaining to vehicle connectivity and safety in countries such as Japan and China. Furthermore, increasing vehicle production and potential of electric vehicles in the market is projected to drive the global automotive smart antenna market. Europe, on the other hand, is expected to hold substantial market share in the global automotive smart advanced market owing to rising awareness among OEMs and end users to communication and intelligent transportation.

The prominent players in the global Automotive Smart Antenna Industry 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), Laird (US), among others.

The report for global Automotive Smart Antenna Market of market research future covers extensive primary research. This is accompanied with detailed analysis of qualitative and quantitative aspects by various industry experts and key opinion leaders to gain deeper insights into the market and industry performance. The report gives a clear picture of the current market scenario, which includes the historical and forecasted market size, in terms of value and volume, technological advancement, macroeconomic, and governing factors of the market. The report provides comprehensive information about the strategies of the top companies in the industry, along with a broad study of the different market segments and regions.
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