



**Euromonitor
International**

Autonomous and Connected: The Future Global Automotive Landscape

September 2024

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Autonomous and connected cars: what are they?

Autonomous and connected: three key facts in the digitising automotive industry

Deciphering the drivers of the autonomous and connected car industry

SIZING THE AUTONOMOUS CAR MARKET

Shift to partial autonomy is occurring with SAE Level 2 dominating but Level 0 cars still lead

Major automotive markets show differing appetites for semi-autonomous cars

Among major brands, Toyota is leading the charge with ADAS-equipped vehicle sales

Mercedes is the first Western OEM to reach SAE L3

Case study: BYD cleared to test Level 3 cars in China with its DiLink driving system

By 2040, 96% of light vehicles sold will have some form of autonomy

Shift to fully autonomous remains challenging, but Chinese OEMs are ramping up efforts

Case study: Mercedes gets approval to test Level 4 vehicles in China

CONSUMER ATTITUDES TO CONNECTED AND AUTONOMOUS CARS

What are consumers' expectations of connected and autonomous vehicles

Parking assistance is the most preferred ADAS feature

Consumers remain concerned about fully autonomous cars but improvements in AI may help

Connected cars: safety and traffic features are on top of consumer minds

One-time payment for connected car features is the most popular

One-time expense is preferred in top seven markets, with some differences

OEMs must ensure consumer privacy concerns with connected car data

INDUSTRY IMPACT OF CONNECTED AND AUTONOMOUS CARS

Ride hailing: Robo-taxi services will boost profits amid lower operating costs

Case study: Didi to roll out self-driving vehicles in partnership with GAC

Logistics/deliveries: AVs will transform logistics and last-mile delivery with lower costs

Case study: serve robotics partners with Shake Shack for autonomous deliveries

Automotive: software-defined shift to help drive new business models and revenue streams

Case study: KIA launches subscription service for OTA updates

Insurance: driver habit-based insurance policies will redefine insurance premiums

Case study: Citroën introduces usage-based insurance for eC3 owners in India

Tech and software: semiconductor firms enabling connected and autonomous shift

Case study: MediaTek partners with Nvidia to deliver next-gen connected car technology

Industry shift to connectivity and autonomy will require new laws and regulations

CONCLUSION

Recommendations/opportunities for growth in the autonomous and connected car space

Autonomous and connected is the future but data sharing remains a key concern

Evolution of autonomous and connected cars

CONCLUSION

Questions we are asking

APPENDIX

Vehicle autonomy falls across six levels

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/autonomous-and-connected-the-future-global-automotive-landscape/report.