

# Automotive Infotainment Market - Global Outlook and Forecast 2018-2023

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## Abstracts

This market research report on automotive infotainment market offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by product (audio-only, display audio, and embedded infotainment - navigation), by vehicle type (economy cars, luxury cars, and mid-priced cars), and by geography (APAC, Europe, Latin America, North America, and MEA).

### Automotive Infotainment Market - Overview

The advancement of automobile audio systems resulted in the advent of the infotainment systems or in-vehicle infotainment (IVI) systems. These systems were designed to address the needs of both entertainment and information for the driver and the passengers, thereby, promoting the growth of the global automotive infotainment market. The leading vendors are leveraging advanced technology to introduce sophisticated IVI systems that offer embedded video playing and additional functions such as parking assist, navigation, traffic assistance, control functions, and internet connectivity. The integration of smartphones and multimedia in these systems will enable key companies to occupy a larger automotive infotainment market size. The adoption of smart infotainment systems that enable a host of multiple applications such as navigation, telematics, and tracking systems will revolutionize the global market.

The growing trend of integrating digital design solutions will encourage the prominent players to launch innovative technological systems in the global market. The development of and launch of advanced interactive entertainment systems will intensify the level of the competition in the global market. The global automotive infotainment market is expected to generate revenues of more than \$22 billion by 2023 and is

expected to grow at a CAGR of over 5% during the forecast period.

### Automotive Infotainment Market - Dynamics

The increasing focus on developing safety systems and the launch of advanced driver assistance systems (ADAS) will propel the growth of the global automotive infotainment market. These innovative systems are already commercially available and gaining immense popularity in the luxury car segment. The leading OEMs are actively investing in the innovation of effective manufacturing process that helps to reduce the cost of this technology to integrate it in the mid-priced and economy car segment in the global market. The implementation of mandatory safety regulations by various government regulatory bodies across the world will boost the adoption of ADAS systems in the global market. The demand for these innovative systems will create lucrative opportunities for vendors in the global market.

### Automotive Infotainment Market - Segmentation

This market research report includes a detailed segmentation of the market by products, by vehicle type, and by geography.

### Automotive Infotainment Market – By Products

Embedded infotainment systems are the fastest growing segment of the automotive infotainment market during forecast period

The global automotive infotainment market by products is segmented into audio-only, display audio, and embedded infotainment - navigation. Embedded infotainment systems occupied more than half of the total market share in 2017 and are expected to grow at a CAGR of approximately 8% during the forecast period. The increasing availability of ready-to-use IP and customization solutions is augmenting the growth of this market segment in the global market. The vendors are offering consumers the ability to customize the information on the display unit and systems with superior graphics to gain a larger market share and attract new end-users. The rising penetration of high-end infotainment systems in the luxury car segment in Europe and North America will encourage companies to launch innovative systems in these market during the forecast period.

### Automotive Infotainment Market – By Vehicle Type

Increased adoption of infotainment systems in mid-priced cars to boost sales in the automotive infotainment market during forecast period

The vehicle type segment in the global automotive infotainment market is categorized into economy cars, luxury cars, and mid-priced cars. The mid-priced cars segment dominated the total market share in 2017 and is projected to grow at a CAGR of over 3% during the forecast period. The increase in per capita income disposable income worldwide and especially in the emerging countries in APAC is driving the demand for mid-priced cars in the global market. The growing demand for sophisticated infotainment systems is encouraging vendors to invest in technology to fulfill the dynamic consumer demands. The declining price trends for LCD and TFT will enable leading players to incorporate cost-effective infotainment systems in the mid-priced and economy car segment. The introduction of infotainment systems equipped with navigation and communication units will revolutionize the global market.

#### Automotive Infotainment Market – By Geography

APAC to dominate the market share in the automotive infotainment market during forecast period

The automotive infotainment market by geography is divided into APAC, Europe, Latin America, North America, and MEA. APAC dominated to total market share in 2017 and is expected to grow at a CAGR of more than 5% during the forecast period. Countries such as China, Japan, South Korea, and India are the leading automotive producers in the APAC market. Rapid urbanization and changing quality of lifestyle are the primary factors driving the growth of the infotainment systems market in the APAC region. China accounts for the major share in the automotive infotainment systems market in the APAC region. Additionally, the government initiatives to promote safety systems in the automotive industry in the region will boost the demand for these systems in the APAC market during the forecast period.

#### KEY COUNTRIES PROFILED

The key countries profiled in the report are:

China

Japan

South Korea

Germany

US

Brazil

### Key Vendor Analysis

The global automotive infotainment market is currently witnessing intense competition, and the top vendors occupy 50% of the total market share. The leading international players are offering advanced infotainment systems with high functionality and design to sustain the intense competition in the market. The prominent players are focusing on innovation in terms quality, technology, and price to attract new consumers and retain the old end-users. The large international companies are setting facilities in emerging countries such as China, South Korea, Japan, and Taiwan to cater to growing demand in the region and expand their distribution channels.

The major vendors in the global market are:

Alps Electric

Clarion

Continental AG

Denso

HARMAN International (Samsung)

Panasonic Corporation

Pioneer

Other prominent vendors include Aisin, Aptiv, Desay, Flex, Ford, Garmin, Kyocera Corporation, LG Electronics, Magneti Marelli, Mitsubishi Electric, Mobis, Bosch, Tom-

Tom, Valeo, and Visteon Corporation.

Key market insights include

1. The analysis of automotive infotainment market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights on current industry trends, trend forecast, and growth drivers about the automotive infotainment market.
3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. It offers a complete overview of market segments and the regional outlook for automotive infotainment market.
5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

## **REPORT SNAPSHOT**

According to the latest industry analysis by Arizton, the global automotive infotainment market size is expected to reach more than \$22 billion by 2023, growing at a CAGR of over 5% 2017–2023. The market research report provides in-depth market analysis and segmental analysis of the global automotive infotainment market by product, vehicle type, and geography.

Base Year: 2017

Forecast Year: 2018–2023

The report considers the present scenario of the global automotive infotainment market and its market dynamics for the period 2018–2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

Major Vendors in the Automotive Infotainment Market

Alps Electric

Business Overview

Business Segment

Alps Electric in Global Automotive Infotainment Market

Major Product Offerings

Key Strengths

Key Strategies

Key Opportunities

Clarion

Continental AG

Denso

HARMAN International (Samsung)

Panasonic Corporation

Pioneer

Prominent Players in the Automotive Infotainment Market

Aisin

Company Overview

Key Strategy

Aptiv

Desay

Flex

Ford

Garmin

Kyocera Corporation

LG Electronics

Magneti Marelli

Mitsubishi Electric

Mobis

Bosch

Tom-Tom

Valeo

Visteon Corporation

#### Market Segmentation by Product

Audio-Only

Display Audio

Embedded Infotainment - Navigation

#### Market Segmentation by Vehicle Type

Economy Cars

Mid-Priced Cars

Luxury Cars

Market Segmentation by Geography

APAC

China

Japan

South Korea

North America

US

Europe

Germany

Latin America

Brazil

MEA



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