

# **Asia Pacific Automotive Infotainment Market Size study, by Product (Audio Unit, Display Unit, Heads-Up Display, Navigation Unit, Communication Unit), by Fit Type (Original Equipment Manufacturer (OEM) Fitted, Aftermarket), by Vehicle Type (Passenger Cars, Commercial Vehicles) and Country Forecasts 2022-2032**

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## **Abstracts**

Asia Pacific Automotive Infotainment Market is valued at approximately USD 5.55 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.86% during the forecast period 2024-2032. Automotive infotainment refers to the integrated system within vehicles that provides entertainment, navigation, communication, and other multimedia functionalities to occupants. This technology typically includes features such as audio and video playback, satellite navigation, smartphone integration, internet connectivity, and various applications designed to enhance the overall driving experience. The pervasive nature of the Asia Pacific Automotive Infotainment Market can be attributed to the escalating sales and production of passenger cars within the region.

The growth of the Asia Pacific Automotive Infotainment Market is propelled by increased income levels and a surge in automobile demand, particularly in the luxury and mid-sized premium car segments. This growth is further driven by the integration of advanced technologies such as driver assistance, augmented reality, real-time data collection, and the Internet of Things (IoT) into infotainment systems, enhancing both driver safety and experience. Additionally, global governments prioritize passenger safety by enacting laws and regulations focusing on Advanced Driver Assistance Systems (ADAS) in vehicles. However, limited awareness among new-vehicle buyers

regarding technologically advanced infotainment systems, coupled with neglecting user manuals, presents a barrier to market growth. Moreover, the risk of data manipulation and code overwriting in advanced infotainment systems can result in security breaches and data hacking, impeding market growth between 2022 and 2032.

The key Countries considered for the Asia Pacific Automotive Infotainment market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China had the largest regional market in Automotive Infotainment. Moreover, Vehicle production is primarily propelled by countries such as China, South Korea, India, and Japan. The rise in vehicle production, coupled with evolving consumer preferences and the increasing per capita income of the middle-class population, is stimulating the demand for Asia Pacific Automotive Infotainment Market. Consequently, automotive OEMs are expanding production capacity and extending the availability of infotainment systems to lower-range cars. Furthermore Japan is expected to grow at a faster rate in the upcoming years.

Major market player included in this report are:

Alpine Electronics Inc.  
Pioneer Corporation  
Panasonic Holdings Corporation  
Mitsubishi Electric Corporation  
JVC KenWood Corporation  
LG Electronics  
Company 7  
Company 8  
Company 9  
Company 10

The detailed segments and sub-segment of the market are explained below:

By Product

Audio Unit

Display Unit

Heads-Up Display

Navigation Unit

Communication Unit

By Fit Type

Original Equipment Manufacturer (OEM) Fitted

Aftermarket

By Vehicle Type

Passenger Cars

Commercial Vehicles

?

By Region:

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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