

Europe 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

Europe Automotive Infotainment Market is valued at approximately USD 3.15 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 9.31% 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 Europe Automotive Infotainment Market is experiencing growth due to the trend of advanced in-car infotainment systems, propelled by the rapid adoption of cloud technology in vehicles.

The Europe Automotive Infotainment Market is driven by the increasing demand for Vehicle Telematics, aiming for enhanced vehicle insights and data. Moreover, the integration of advanced technologies such as driver assistance, augmented reality, real-time data collection, and the Internet of Things (IoT) into infotainment systems is accentuating both driver safety and experience, thereby stimulating market demand. Additionally, European 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, poses a hindrance to market growth. Furthermore, the risk of data manipulation and code overwriting in advanced infotainment systems presents a potential threat, leading to security breaches and data hacking. thereby impeding market growth between 2022 and 2032.

The key countries considered for the Europe Automotive Infotainment market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was the largest market. Germany leads among all European Union member countries in passenger car production. The automotive sector in Germany dominant part of the total EU automobile market share, with Volkswagen, Daimler AG, and BMW emerging as the dominant players in the country's automotive industry. The increasing demand of autonomous vehicles has prompted automakers to prioritize the development of driver assistance systems and infotainment systems, including those tailored for rear-seat passengers. Furthermore, Russia is expected to grow with a fastest rate in the forecasted period.

Major market player included in this report are:

- Continental AG
- Forvia Faurecia
- Delphi Technologies
- Marelli Europe S.p.A
- Company 5
- Company 6
- Company7
- 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:

Europe

UK

Germany

France

Spain

Italy

ROE

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.

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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