

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

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Abstracts

Global Automotive Infotainment Market is valued at approximately USD 14.99 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 9.90% 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 Global Automotive Infotainment Market can be attributed to the ongoing integration of features such as on-demand music, smartphone connectivity, and live audio streaming.

Growing demand for Vehicle Telematics for enhanced vehicle insights and data is a major driver for the Global Automotive Infotainment Market. The heightened emphasis on integrating advanced technologies such as driver assistance, augmented reality, real-time data collection, and the Internet of Things (IoT) into infotainment systems enhances both driver safety and experience, consequently fueling demand for the Global automotive infotainment system. Furthermore, Governments globally prioritize passenger safety, drafting laws and regulations focusing on Advanced Driver Assistance Systems (ADAS) in vehicles. However, limited awareness among new-vehicle buyers, neglect user manuals for technologically advanced infotainment

systems, poses a barrier to Global Automotive Infotainment Market growth. Moreover, the risk of data manipulation and code overwriting in advanced infotainment systems can result in security breaches and data hacking, thereby impeding market growth between 2022 and 2032.

The key regions considered for the global Automotive Infotainment market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the largest regional market. The expected growth in the APAC region can be attributed to rising sales and production of passenger cars, particularly in the luxury and mid-sized premium segments due to increasing income levels and high demand. The increasing traction for electric vehicles in the region is also expected to drive demand for in-car entertainment systems. Major benefits include enhanced connectivity, user experience, hands-free operation, and a diverse range of entertainment options. Moreover, Asia Pacific is expected to grow with a high growth rate in the forecasted period.

Major market player included in this report are:

Alpine Electronics, Inc.
Clarion Co., Ltd.
Continental AG
Delphi Automotive PLC
Denso Corporation
Harman International
JVC KENWOOD Corporation
Panasonic Holdings Corporation
Pioneer Corporation
Visteon Corporation

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:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

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 regional 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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