

# Global Automotive Infotainment Systems Market Size study, by installation type (in-dash infotainment, rear-seat infotainment) vehicle type (passenger car, commercial vehicle) and Regional Forecasts 2021-2027

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## Abstracts

Global Automotive Infotainment Systems Market is valued approximately USD 25 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 8 % over the forecast period 2021-2027. Automotive infotainment devices include systems for fuel efficiency, safety, connection, navigation, and audio, as well as systems for entertainment and information. Improvements in the electronics and telecommunication industries have led to the development of automotive infotainment devices that direct customer priorities based on maintenance, navigation, and safety. Previously, data related to climate and news radio was implemented in cars; however, improvements in the electronics and telecommunication industry have led to the development of automotive infotainment devices that direct customer priorities based on maintenance, navigation, and safety. With the increased use of electronic devices, IVI (in-vehicle infotainment) has seen rapid expansion in recent years. In vehicles, infotainment systems are widely utilized. Automotive navigation systems are GPS-based satellite navigation systems that are used in vehicles. However, the rising need for safety, enhanced comfort, and convenience in automobiles, which includes features including smartphone connectivity, on-demand music, live audio streaming, and other entertainment services, is boosting demand for automotive infotainment systems. Additionally, technical advancements in these systems, including as speech recognition, enhanced visual user interfaces, and intuitive touchscreens, are projected to fuel market expansion throughout the projection period. For instance, Mitsubishi Motors Corporation, Nissan Motor Co. Ltd, and Groupe Renault, for example, have opted to use Google Inc.'s Android operating system (OS) in their next-generation infotainment

systems beginning in 2021. In addition, starting with the new Crown model in 2018, Toyota Motor Corporation integrated digital apps such as Line to its T-Connect infotainment system in Japan.

The main regions of Asia Pacific, North America, Europe, Latin America, and the Rest of the World are included in the geographical analysis of the worldwide Automotive Infotainment Systems market. In 2020, the Asia Pacific region had the biggest revenue share of the entire market. With a CAGR of more than 10.2%, it is expected to continue to lead throughout the projection period. This expansion can be ascribed to the region's increasing passenger vehicle sales and manufacturing. The region's luxury and mid-sized premium car categories have grown in response to rising income levels and strong demand for automobiles. China led passenger car manufacturing in 2020, with 19.9 million units. Europe accounts for a sizable portion of the global automotive infotainment industry. The region is a manufacturing hotspot with a slew of high-end carmakers and automakers. OEMs such as Volkswagen, Daimler, BMW, Jaguar Land Rover, Honda, and Nissan have invested heavily in the region's automotive manufacturing industry.

Major market player included in this report are:

Alpine Electronics

Clarion Co. Ltd.

Continental AG

Delphi Automotive PLC

Denso Corporation

Harman International

JVC KENWOOD Corporation

Panasonic Corporation

Pioneer Corporation

Visteon Corporation

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Mode of Operation offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Installation type:

In-dash infotainment

Rear-seat infotainment

By Vehicle type:

Passenger car

Commercial vehicle

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Automotive Infotainment Systems Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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