

# **Global Automotive Rear Seat Infotainment Market Size study & Forecast, by Operating System (QNX, Linux, Microsoft) By Technology Types (Multimedia Player, Navigation System) By End-User (OEM, Aftermarket) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Automotive Rear Seat Infotainment Market is valued approximately at USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2023-2030. Automotive Rear Seat Infotainment refers to the technology and entertainment systems integrated into the rear seating area of a vehicle, typically aimed at enhancing the passengers' comfort and enjoyment during a journey. These systems often include a variety of features and components designed to provide entertainment, connectivity, and convenience to passengers seated in the rear of the vehicle. The Automotive Rear Seat Infotainment market is expanding because of factors such as rising demand for automotive infotainment and growing per capita disposable income. As a result, the demand of Automotive Rear Seat Infotainment has progressively increased in the international market during the forecast period 2023-2030.

Consumers become more accustomed to advanced infotainment features in their vehicles, the demand for a seamless and enjoyable in-car entertainment experience extends to rear-seat passengers. This creates a market demand for ARSI systems to cater to the entertainment needs of passengers sitting in the back. According to the Statista, in 2021, the global automotive infotainment market was valued at USD 41.12 billion and expected to develop at a compound annual growth rate of 9.44% in between 2022 and 2027, reaching USD 70.22 billion by the year 2027. Another important factor drives the Automotive Rear Seat Infotainment market is increasing per capita disposable income. Consumers with higher disposable income are more likely to opt for

higher-end vehicle models that come equipped with advanced infotainment systems. This trend can contribute to the overall growth of the ARSI market as automakers incorporate these systems into their premium vehicle offerings. In addition, according to Statista, the United States accounts the greatest gross household disposable income per capita in OECD countries when adjusted for purchasing power parity in 2021. Their per capita disposable income was about USD 55,000. Moreover, increasing sale of luxury vehicles and technological advancements in automotive infotainment systems is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, high cost associated to automotive rear seat infotainment systems and technical complexities is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Rear Seat Infotainment Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share owing to the surging demand of passenger vehicle in the region. Automakers often use advanced infotainment systems as a competitive differentiator. To stay competitive in the market and attract more customers, manufacturers are inclined to incorporate sophisticated and feature-rich rear seat entertainment systems in their vehicles. The region's dominant performance is anticipated to propel the overall demand of Automotive Rear Seat Infotainment. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as rising consumer interest in-vehicle entertainment systems in the region. The growing demand for connectivity in vehicles aligns with the desire for seamless integration of smartphones and other devices. Rear seat infotainment systems often offer connectivity options such as Bluetooth, Wi-Fi, and USB ports, allowing passengers to stream content, access the internet, and connect their devices to the vehicle's entertainment system.

Major market player included in this report are:

Alpine Electronics Inc

Continental AG

Harman International

Panasonic Corporation

Pioneer Electronics

Denso Corporation

Garmin Ltd

Delphi Automotive PLC

VOXX Electronics Corp

Visteon Corporation

#### Recent Developments in the Market:

In June 2023, Samsung Electronics, has launched its most recent automotive processor, the Exynos Auto V920, has been chosen to power Hyundai Motor Company's next-generation in-vehicle infotainment (IVI) systems, which are expected to roll out by 2025. The Exynos Auto V920 is Samsung's third-generation automotive processor for advanced IVI systems. With significant improvements in CPU, graphics, and neural processing capabilities, the V920 is going to provide an optimal in-vehicle experience by allowing for real-time display of important driving information as well as smooth playing of graphics-rich video material and games across numerous displays.

#### Global Automotive Rear Seat Infotainment Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Operating System, Technology Types, End-User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

#### By Operating System

QNX

Linux

Microsoft

#### By Technology Types

Multimedia Player

Navigation System

#### By End-User

OEM

Aftermarket

#### 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

Rest of Middle East & Africa

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