

Global Electric Vehicle Infotainment Market Size study, by System Type (Multimedia, Heads-up Display, Navigation Unit, Communication Unit, Rear Seat Entertainment), by Connectivity Type (Bluetooth, Cellular, Wireless, Wired Connectivity), by End-Use (BEV, HEV) and Regional Forecasts 2022-2028

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Abstracts

Global Electric Vehicle Infotainment Market is valued at approximately USD 1.17 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 38.1 % over the forecast period 2022-2028. The term “EV infotainment” refers to a system that provides entertainment and information to the driver and passengers while in the vehicle. Hands-free phone connections, navigational facilities, vehicle voice control, internet access, two-way messaging tools, and other security features are all included in the device, which includes touchscreens, audio/video (A/V) interfaces, keypads, and other components. The rising demand for fuel efficiency and enhanced electronic circuit efficiency in automobiles have led to the adoption of Electric Vehicle Infotainment across the forecast period. For Instance: as per the India Brand Equity Foundation in 2022, the worldwide electric vehicle (EV) market is rapidly evolving. According to EV volumes, the global percentage of electric vehicles (including battery electric vehicles [BEVs] and plug-in hybrid electric vehicles [PHEVs]) increased to 8.3 percent in 2021, up from 4.2 percent in 2020, with 6.75 million vehicles on the road. As of 2020, this is a 108 percent gain. Electric vehicles (EVs) are gaining popularity around the world because they help to minimise pollution and natural resource depletion. The Indian EV market is also growing quickly, with about 0.32 million vehicles sold in 2021, up 168 percent year on year. Also, the increasing use of wireless technology and increasing adoption of electric vehicles (EVs) by consumers for personal and commercial use are likely to increase the market growth during the forecast period. However, power

consumption is high which may impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the Global Electric Vehicle Infotainment market study include Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share. The rising demand for fuel efficiency and enhanced electronic circuit efficiency in automobiles have led to the adoption of Electric Vehicle Infotainment. Whereas, Asia-Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2022-2028. Factors such as increasing use of wireless technology and increasing adoption of electric vehicles (EVs) by consumers for personal and commercial use would create lucrative growth prospects for the Electric Vehicle Infotainment market across Asia-Pacific region.

Major market players included in this report are:

Alpine Electronics, Inc.,
Continental AG
DENSO Corporation
Harman International Industries Inc.
Panasonic Corporation
Pioneer Corporation
Airbiquity Inc.
Clarion Corporation of America
Garmin Ltd.
General Motors Corp.

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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By System Type:

Multimedia
Heads-up Display
Navigation Unit

Communication Unit
Rear Seat Entertainment

By Connectivity Type:

Bluetooth

Cellular

Wireless

Wired Connectivity

By End-Use:

BEV

HEV

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Electric Vehicle Infotainment 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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