

# **Global In-vehicle Infotainment Market Size study, by Service (Entertainment Services, Navigation Services, E-Call, Vehicle Diagnostics, Others), By form (Embedded, Tethered, Integrated), By vehicle type (Passenger Car, LCV, HCV), By component (Display Unit/ Infotainment Unit, Control Panel, Telematics Control Unit, Head-Up Display), By location ( Front Row, Rear Row), By connectivity (3G, 4G, 5G), By operating system (Linux, QNX, Microsoft, Others) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global In-vehicle Infotainment Market is valued approximately at USD 22.1 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 10.70% over the forecast period 2019-2026. In-vehicle infotainment can be defined as a complete suite of advanced features (Internet, GPS, sensors) integrated in the vehicle. These advanced features are used to provide information, entertainment services and communication, navigation and climate control information in the vehicles. These embedded infotainment system in vehicles also facilitates Bluetooth, Wi-Fi connectivity, live media streaming, interactive voice recognition services and smart technologies for mobile integration. Increasing vehicle production, consumer preference for advanced and feature-rich infotainment systems is anticipated to thrive the in-vehicle infotainment market growth. These in-vehicle infotainment systems are embedded in the vehicle, thus increasing sales of vehicles which is one of the significant factors contributing towards market growth. For instance, in 2018, Hyundai launched Santro with new infotainment systems. Similarly, Maruti Suzuki launched WagonR embedded with Smart

play infotainment systems.

Furthermore, government mandates on telematics and E-call services is expected to create significant growth opportunity in the market over the forecast period. Different government, Jurisdictions and non-government organizations across the globe have adopted various rules and regulations for vehicle tracking and vehicle telematics with the aim to promote the security and safety. For instance, in Australia, in 2017, National Transport Commission (NTC) implemented Heavy Vehicle National Law including Electric Work Diary and Intelligent Access Program aim to use telematics in buses, trucks and commercial vehicles. Also, as per the initiative by transport ministry of India, by April 2018, the transport vehicles in India are to be mandatorily equipped with GPS devices. Thus, government regulation of telematics is significantly increasing the adoption of in vehicle infotainment systems in vehicles. However, high cost of infotainment systems impedes the growth of the market over the forecast period of 2019-2026.

The regional analysis of global In-vehicle Infotainment market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the significant region across the world in terms of market share owing to presence of large number of players. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Factors such as rising disposable income, rising demand for luxury cars, government regulations on safety and security would create lucrative growth prospects for the In-vehicle Infotainment market across Asia-Pacific region.

Major market player included in this report are:

Alpine Electronics, Inc.  
Garmin, Ltd.  
Pioneer Corporation  
HARMAN International  
Panasonic Corporation  
Robert Bosch GmbH  
Mitsubishi Electric Corporation  
Clarion Co., Ltd  
Tomtom International  
Continental AG

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 Service:

Entertainment Services

Navigation Services

E-Call

Vehicle Diagnostics

Others

By form:

Embedded

Tethered

Integrated

By vehicle type:

Passenger Car

LCV

HCV

By component:

Display Unit/ Infotainment Unit

Control Panel

Telematics Control Unit

Head-Up Display

By location:

Front Row

Rear Row

By connectivity:

3G

4G

5G

By operating system:

Linux

QNX

Microsoft

Others

By Region:

North America

U.S.  
Canada  
Europe  
UK  
Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global In-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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