

US Automotive Infotainment Market Size study, 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) and Regional Forecasts 2022-2032

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Abstracts

US Automotive Infotainment Market is valued at approximately USD 3.08 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 9.60% 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 audio and video playback, satellite navigation, smartphone integration, internet connectivity, and various applications designed to enhance the overall driving experience. The rising adoption of electric vehicles in the US region fuels demand for specialized infotainment systems tailored to electric vehicle drivers, driving growth in the US Automotive Infotainment Market.

Growing demand for commercial cars with a wide range of innovative infotainment products and increasing investments in advanced technology is a major driver for the US Automotive Infotainment Market. The increased 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 driver safety and experience, thus driving demand for the US automotive infotainment system. Furthermore, the prioritization of passenger safety by the US Government, evidenced by the drafting of laws and regulations focusing on Advanced Driver Assistance

Systems (ADAS) in vehicles, supports market growth. However, limited awareness among new-vehicle buyers regarding technologically advanced infotainment systems, coupled with neglecting user manuals, presents a barrier to growth in the US Automotive Infotainment MMarket. Additionally, the risk of data manipulation and code overwriting in advanced infotainment systems can lead to security breaches and data hacking, further complicating market dynamics, and thereby impeding market growth between 2022 and 2032.

Major market player included in this report are:

Harman International Industries, Inc

Visteon Corporation

Aptiv PLC

Garmin Ltd

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

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 Care

Commercial Vehicles

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 Country 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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