

Global Automotive Infotainment Systems Market 2023

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Abstracts

Automotive infotainment provides entertainment and information in vehicles through features like touchscreens and voice control. The market is estimated to reach USD 32.23 billion by 2029, growing at a CAGR of 4.6%. The COVID-19 pandemic impacted the market, but there was a recovery in vehicle production and sales. Industry players are collaborating to develop innovative products, such as Renesas Electronics Corporation and VinFast working on infotainment systems. Automakers are competing to deploy advanced systems, like Mitsubishi, Nissan, and Renault adopting Google's Android operating system. The market is driven by luxury vehicle sales and customer preference for in-dash systems, but driver distraction accidents may hinder growth. Toyota and Google Cloud expanded their partnership for next-generation audio multimedia systems. The Asia-Pacific market is expected to grow rapidly, followed by North America and Europe, with China, Japan, and India driving technological advancements. Rohm Co., Ltd developed a DC/DC converter IC for infotainment systems and onboard cameras.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global automotive infotainment systems market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

Market Segmentation

The market is segmented based on various factors, including installation type, vehicle type, and region.

Installation type: in-dash infotainment, rear seat infotainment

Vehicle type: passenger car, commercial vehicle

Segmentation by Region

North America - United States, Canada, and Rest of North America

Europe - United Kingdom, Germany, France, Italy, and Rest of Europe

Asia-Pacific - China, Japan, India, South Korea, and Rest of Asia-Pacific

Rest of the World - Brazil, South Africa, and Other Countries

In-Dash Infotainment Systems utilize cutting-edge technology like Bluetooth and voice recognition, resulting in increasing popularity. The market is projected to grow at a CAGR of 4.5% from 2023-2029. These systems offer user-friendly features, sharp graphics, and easy accessibility. Most new vehicles surpass previous systems, and many mainstream models come standard with feature-rich infotainment systems. For example, Rivian's electric pickup truck has a 12.3-inch integrated in-dash display.

In-dash systems provide access to audio/video content, built-in navigation, and integration with smartphones and tablets. They have become a significant selling point for automakers, meeting consumer demand for the latest in-car technology. For instance, Toyota's Tundra TRD truck has an in-dash system with randomly changing brightness.

Passenger cars and SUVs are driving market growth, with Asia-Pacific and North America witnessing significant expansion and integration of infotainment systems. Major automakers strive to improve existing systems or develop superior hardware. SUVs have gained popularity, leading automakers to offer advanced infotainment systems tailored to enhance the driving experience.

Asia-Pacific dominated the market in 2022, led by China, India, and South Korea. China's focus on new energy vehicles and transition to touchscreen infotainment systems fuels demand. Chinese automakers lead in intelligent cockpit development, integrating voice recognition, entertainment, and navigation systems. NVIDIA Corporation's Drive Soar is an example of advanced in-vehicle computer integration.

The integration of advanced technology and consumer demand drive the in-dash infotainment market. Asia-Pacific, particularly China, holds a significant share. Intelligent cockpits further enhance the driving experience, with voice recognition and navigation systems integrated into these advanced systems.

Competitive Landscape

Prominent participants, such as Robert Bosch GmbH, Alpine Electronics Inc., Panasonic Holdings Corporation, Harman International Industries Inc., and Mitsubishi

Electric Corporation, hold significant sway in the automotive infotainment systems market. These industry leaders possess robust global distribution networks and offer a wide range of products. To maintain their market dominance, these companies employ strategies such as introducing new products, collaborating with others, and entering into contracts and agreements.

The key companies profiled in this report include Alpine Electronics Inc., Aptiv plc, Continental AG, Denso Corporation, Harman International Industries Inc., JVC Kenwood Corporation, Magnetic Marelli S.p.A., Mitsubishi Electric Corporation, Panasonic Holdings Corporation, Pioneer Corporation, Robert Bosch GmbH, Visteon Corporation, among others.

Recent Industry Developments

August 2022: Maruti introduced the new Baleno, equipped with the Smart Play Pro+ touchscreen infotainment system, featuring a 9-inch display. The system includes navigation, car play, and improvements based on feedback.

March 2022: Acura MDX unveiled the Type S version with a touchpad infotainment system and OLED display, gaining popularity among car enthusiasts.

February 2022: Harman International acquired Apostera, a software developer specializing in augmented reality (AR) and mixed reality (MR), expanding their automotive product offerings.

January 2022: Denso developed the Global Safety Package 3, an active safety system using radar and vision sensors to enhance vehicle safety. Implemented in vehicles like Hino Ranger, Lexus NX, Toyota Noah, and Voxy.

Scope of the Report

To analyze and forecast the market size of the global automotive infotainment systems market.

To classify and forecast the global automotive infotainment systems market based on installation type, vehicle type, region.

To identify drivers and challenges for the global automotive infotainment systems market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global automotive infotainment systems market.

To identify and analyze the profile of leading players operating in the global automotive

infotainment systems market.

Why Choose This Report

Gain a reliable outlook of the global automotive infotainment systems market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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