

# Global In-car entertainment (ICE) Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global In-car entertainment (ICE) market size was valued at USD 24450 million in 2022 and is forecast to a readjusted size of USD 31800 million by 2029 with a CAGR of 3.8% during review period.

In-car entertainment (ICE), or in-vehicle infotainment (IVI), is a collection of hardware and software in automobiles that provides audio or video entertainment. In car entertainment originated with car audio systems that consisted of radios and cassette or CD players, and now includes automotive navigation systems, video players, USB and Bluetooth connectivity, carputers, in-car internet, and WiFi. Once controlled by simple dashboards knobs and dials, ICE systems can include steering wheel audio controls, handsfree voice control, touch-sensitive preset buttons, and even touch screens on higher-end units. Latest models of In-car entertainment systems are coming equipped with rear-view cameras along with side cameras for better safety.

Automotive is a key driver of this industry. According to data from the World Automobile Organization (OICA), global automobile production and sales in 2017 reached their peak in the past 10 years, at 97.3 million and 95.89 million respectively. In 2018, the global economic expansion ended, and the global auto market declined as a whole. In 2022, there will wear units 81.6 million vehicles in the world. At present, more than 90% of the world's automobiles are concentrated in the three continents of Asia, Europe and North America, of which Asia automobile production accounts for 56% of the world, Europe accounts for 20%, and North America accounts for 16%. The world major automobile producing countries include China, the United States, Japan, South Korea, Germany, India, Mexico, and Others countries; among them, China is the largest

automobile producing country in the world, accounting for about 32%. Japan is the world's largest car exporter, exporting more than 3.5 million vehicles in 2022.

The Global Info Research report includes an overview of the development of the In-car entertainment (ICE) industry chain, the market status of Passenger Car (Entertainment, Telematics), Commercial Vehicle (Entertainment, Telematics), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of In-car entertainment (ICE).

Regionally, the report analyzes the In-car entertainment (ICE) markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global In-car entertainment (ICE) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the In-car entertainment (ICE) market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the In-car entertainment (ICE) industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Entertainment, Telematics).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the In-car entertainment (ICE) market.

**Regional Analysis:** The report involves examining the In-car entertainment (ICE) market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future

projections and forecasts for the In-car entertainment (ICE) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to In-car entertainment (ICE):

**Company Analysis:** Report covers individual In-car entertainment (ICE) players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards In-car entertainment (ICE). This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Passenger Car, Commercial Vehicle).

**Technology Analysis:** Report covers specific technologies relevant to In-car entertainment (ICE). It assesses the current state, advancements, and potential future developments in In-car entertainment (ICE) areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the In-car entertainment (ICE) market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

In-car entertainment (ICE) market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Entertainment

Telematics

Software

Market segment by Application

Passenger Car

Commercial Vehicle

Market segment by players, this report covers

HARMAN

Panasonic

Bosch

Denso Corporation

Alpine

Continental

Visteon

Hyundai Mobis

LG

Pioneer

Marelli

Joyson

Desay SV

Clarion

Dhautoware

Motrex Co

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe In-car entertainment (ICE) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of In-car entertainment (ICE), with revenue, gross margin and global market share of In-car entertainment (ICE) from 2018 to 2023.

Chapter 3, the In-car entertainment (ICE) competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2018 to 2029.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2018 to 2023. and In-car entertainment (ICE) market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of In-car entertainment (ICE).

Chapter 13, to describe In-car entertainment (ICE) research findings and conclusion.

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