

Global In-Vehicle Infotainment (IVI) Devices Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global In-Vehicle Infotainment (IVI) Devices market size was valued at US\$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

In-Vehicle Infotainment (IVI) devices are integrated systems that provide entertainment, communication, and navigation functionalities within a vehicle. These systems typically include a central display screen, often touchscreen-enabled, and can be connected to various external devices such as smartphones, USB drives, and Bluetooth-enabled devices.

Key features and functionalities of IVI devices often include:

Multimedia playback: Audio (radio, CDs, MP3s) and video (DVDs, digital media)

Navigation: GPS-based navigation systems with real-time traffic updates

Connectivity: Bluetooth for phone calls, audio streaming, and hands-free controls; Wi-Fi for internet access and app integration

Voice control: Voice commands for various functions, such as navigation, calls, and media control

App integration: Compatibility with smartphone apps for music streaming, messaging, and other services

Vehicle information: Display of vehicle diagnostics, fuel consumption, and maintenance alerts

This report is a detailed and comprehensive analysis for global In-Vehicle Infotainment (IVI) Devices market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global In-Vehicle Infotainment (IVI) Devices market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global In-Vehicle Infotainment (IVI) Devices market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global In-Vehicle Infotainment (IVI) Devices market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global In-Vehicle Infotainment (IVI) Devices market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for In-Vehicle Infotainment (IVI) Devices

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global In-Vehicle Infotainment (IVI) Devices market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Panasonic, Harman International, Continental, Alpine Electronics, Pioneer Corporation, Kenwood Corporation, LG Electronics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

In-Vehicle Infotainment (IVI) Devices market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Multimedia Equipment

Navigation Equipment

Others

Market segment by Application

Commercial Vehicles

Passenger Vehicles

Major players covered

Panasonic

Harman International

Continental

Alpine Electronics

Pioneer Corporation

Kenwood Corporation

LG Electronics

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe In-Vehicle Infotainment (IVI) Devices product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of In-Vehicle Infotainment (IVI) Devices, with price, sales quantity, revenue, and global market share of In-Vehicle Infotainment (IVI) Devices from 2020 to 2025.

Chapter 3, the In-Vehicle Infotainment (IVI) Devices competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the In-Vehicle Infotainment (IVI) Devices breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and In-Vehicle Infotainment (IVI) Devices market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of In-Vehicle Infotainment (IVI) Devices.

Chapter 14 and 15, to describe In-Vehicle Infotainment (IVI) Devices sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Multimedia Equipment

1.3.3 Navigation Equipment

1.3.4 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Commercial Vehicles

1.4.3 Passenger Vehicles

1.5 Global In-Vehicle Infotainment (IVI) Devices Market Size & Forecast

1.5.1 Global In-Vehicle Infotainment (IVI) Devices Consumption Value (2020 & 2024 & 2031)

1.5.2 Global In-Vehicle Infotainment (IVI) Devices Sales Quantity (2020-2031)

1.5.3 Global In-Vehicle Infotainment (IVI) Devices Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Panasonic

2.1.1 Panasonic Details

2.1.2 Panasonic Major Business

2.1.3 Panasonic In-Vehicle Infotainment (IVI) Devices Product and Services

2.1.4 Panasonic In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Panasonic Recent Developments/Updates

2.2 Harman International

2.2.1 Harman International Details

2.2.2 Harman International Major Business

2.2.3 Harman International In-Vehicle Infotainment (IVI) Devices Product and Services

2.2.4 Harman International In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Harman International Recent Developments/Updates

2.3 Continental

2.3.1 Continental Details

2.3.2 Continental Major Business

2.3.3 Continental In-Vehicle Infotainment (IVI) Devices Product and Services

2.3.4 Continental In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Continental Recent Developments/Updates

2.4 Alpine Electronics

2.4.1 Alpine Electronics Details

2.4.2 Alpine Electronics Major Business

2.4.3 Alpine Electronics In-Vehicle Infotainment (IVI) Devices Product and Services

2.4.4 Alpine Electronics In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Alpine Electronics Recent Developments/Updates

2.5 Pioneer Corporation

2.5.1 Pioneer Corporation Details

2.5.2 Pioneer Corporation Major Business

2.5.3 Pioneer Corporation In-Vehicle Infotainment (IVI) Devices Product and Services

2.5.4 Pioneer Corporation In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Pioneer Corporation Recent Developments/Updates

2.6 Kenwood Corporation

2.6.1 Kenwood Corporation Details

2.6.2 Kenwood Corporation Major Business

2.6.3 Kenwood Corporation In-Vehicle Infotainment (IVI) Devices Product and Services

2.6.4 Kenwood Corporation In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Kenwood Corporation Recent Developments/Updates

2.7 LG Electronics

2.7.1 LG Electronics Details

2.7.2 LG Electronics Major Business

2.7.3 LG Electronics In-Vehicle Infotainment (IVI) Devices Product and Services

2.7.4 LG Electronics In-Vehicle Infotainment (IVI) Devices Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 LG Electronics Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: IN-VEHICLE INFOTAINMENT (IVI) DEVICES BY MANUFACTURER

3.1 Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Manufacturer (2020-2025)

3.2 Global In-Vehicle Infotainment (IVI) Devices Revenue by Manufacturer (2020-2025)

3.3 Global In-Vehicle Infotainment (IVI) Devices Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of In-Vehicle Infotainment (IVI) Devices by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 In-Vehicle Infotainment (IVI) Devices Manufacturer Market Share in 2024

3.4.3 Top 6 In-Vehicle Infotainment (IVI) Devices Manufacturer Market Share in 2024

3.5 In-Vehicle Infotainment (IVI) Devices Market: Overall Company Footprint Analysis

3.5.1 In-Vehicle Infotainment (IVI) Devices Market: Region Footprint

3.5.2 In-Vehicle Infotainment (IVI) Devices Market: Company Product Type Footprint

3.5.3 In-Vehicle Infotainment (IVI) Devices Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global In-Vehicle Infotainment (IVI) Devices Market Size by Region

4.1.1 Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Region (2020-2031)

4.1.2 Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2020-2031)

4.1.3 Global In-Vehicle Infotainment (IVI) Devices Average Price by Region (2020-2031)

4.2 North America In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031)

4.3 Europe In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031)

4.4 Asia-Pacific In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031)

4.5 South America In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031)

4.6 Middle East & Africa In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2031)
- 5.2 Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Type (2020-2031)
- 5.3 Global In-Vehicle Infotainment (IVI) Devices Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2031)
- 6.2 Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Application (2020-2031)
- 6.3 Global In-Vehicle Infotainment (IVI) Devices Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2031)
- 7.2 North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2031)
- 7.3 North America In-Vehicle Infotainment (IVI) Devices Market Size by Country
 - 7.3.1 North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2031)
 - 7.3.2 North America In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2031)
- 8.2 Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2031)
- 8.3 Europe In-Vehicle Infotainment (IVI) Devices Market Size by Country
 - 8.3.1 Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2031)

- 8.3.3 Germany Market Size and Forecast (2020-2031)
- 8.3.4 France Market Size and Forecast (2020-2031)
- 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
- 8.3.6 Russia Market Size and Forecast (2020-2031)
- 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific In-Vehicle Infotainment (IVI) Devices Market Size by Region
 - 9.3.1 Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2031)
- 10.2 South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2031)
- 10.3 South America In-Vehicle Infotainment (IVI) Devices Market Size by Country
 - 10.3.1 South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2031)
 - 10.3.2 South America In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2031)

11.2 Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2031)

11.3 Middle East & Africa In-Vehicle Infotainment (IVI) Devices Market Size by Country

11.3.1 Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2031)

11.3.2 Middle East & Africa In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2031)

11.3.3 Turkey Market Size and Forecast (2020-2031)

11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 In-Vehicle Infotainment (IVI) Devices Market Drivers

12.2 In-Vehicle Infotainment (IVI) Devices Market Restraints

12.3 In-Vehicle Infotainment (IVI) Devices Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of In-Vehicle Infotainment (IVI) Devices and Key Manufacturers

13.2 Manufacturing Costs Percentage of In-Vehicle Infotainment (IVI) Devices

13.3 In-Vehicle Infotainment (IVI) Devices Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 In-Vehicle Infotainment (IVI) Devices Typical Distributors

14.3 In-Vehicle Infotainment (IVI) Devices Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Panasonic Basic Information, Manufacturing Base and Competitors

Table 4. Panasonic Major Business

Table 5. Panasonic In-Vehicle Infotainment (IVI) Devices Product and Services

Table 6. Panasonic In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Panasonic Recent Developments/Updates

Table 8. Harman International Basic Information, Manufacturing Base and Competitors

Table 9. Harman International Major Business

Table 10. Harman International In-Vehicle Infotainment (IVI) Devices Product and Services

Table 11. Harman International In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Harman International Recent Developments/Updates

Table 13. Continental Basic Information, Manufacturing Base and Competitors

Table 14. Continental Major Business

Table 15. Continental In-Vehicle Infotainment (IVI) Devices Product and Services

Table 16. Continental In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Continental Recent Developments/Updates

Table 18. Alpine Electronics Basic Information, Manufacturing Base and Competitors

Table 19. Alpine Electronics Major Business

Table 20. Alpine Electronics In-Vehicle Infotainment (IVI) Devices Product and Services

Table 21. Alpine Electronics In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Alpine Electronics Recent Developments/Updates

Table 23. Pioneer Corporation Basic Information, Manufacturing Base and Competitors

Table 24. Pioneer Corporation Major Business

Table 25. Pioneer Corporation In-Vehicle Infotainment (IVI) Devices Product and Services

Table 26. Pioneer Corporation In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Pioneer Corporation Recent Developments/Updates

Table 28. Kenwood Corporation Basic Information, Manufacturing Base and Competitors

Table 29. Kenwood Corporation Major Business

Table 30. Kenwood Corporation In-Vehicle Infotainment (IVI) Devices Product and Services

Table 31. Kenwood Corporation In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Kenwood Corporation Recent Developments/Updates

Table 33. LG Electronics Basic Information, Manufacturing Base and Competitors

Table 34. LG Electronics Major Business

Table 35. LG Electronics In-Vehicle Infotainment (IVI) Devices Product and Services

Table 36. LG Electronics In-Vehicle Infotainment (IVI) Devices Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. LG Electronics Recent Developments/Updates

Table 38. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 39. Global In-Vehicle Infotainment (IVI) Devices Revenue by Manufacturer (2020-2025) & (USD Million)

Table 40. Global In-Vehicle Infotainment (IVI) Devices Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 41. Market Position of Manufacturers in In-Vehicle Infotainment (IVI) Devices, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 42. Head Office and In-Vehicle Infotainment (IVI) Devices Production Site of Key Manufacturer

Table 43. In-Vehicle Infotainment (IVI) Devices Market: Company Product Type Footprint

Table 44. In-Vehicle Infotainment (IVI) Devices Market: Company Product Application Footprint

Table 45. In-Vehicle Infotainment (IVI) Devices New Market Entrants and Barriers to Market Entry

Table 46. In-Vehicle Infotainment (IVI) Devices Mergers, Acquisition, Agreements, and

Collaborations

Table 47. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 48. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Region (2020-2025) & (K Units)

Table 49. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Region (2026-2031) & (K Units)

Table 50. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2020-2025) & (USD Million)

Table 51. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2026-2031) & (USD Million)

Table 52. Global In-Vehicle Infotainment (IVI) Devices Average Price by Region (2020-2025) & (US\$/Unit)

Table 53. Global In-Vehicle Infotainment (IVI) Devices Average Price by Region (2026-2031) & (US\$/Unit)

Table 54. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2025) & (K Units)

Table 55. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2026-2031) & (K Units)

Table 56. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Type (2020-2025) & (USD Million)

Table 57. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Type (2026-2031) & (USD Million)

Table 58. Global In-Vehicle Infotainment (IVI) Devices Average Price by Type (2020-2025) & (US\$/Unit)

Table 59. Global In-Vehicle Infotainment (IVI) Devices Average Price by Type (2026-2031) & (US\$/Unit)

Table 60. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2025) & (K Units)

Table 61. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2026-2031) & (K Units)

Table 62. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Application (2020-2025) & (USD Million)

Table 63. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Application (2026-2031) & (USD Million)

Table 64. Global In-Vehicle Infotainment (IVI) Devices Average Price by Application (2020-2025) & (US\$/Unit)

Table 65. Global In-Vehicle Infotainment (IVI) Devices Average Price by Application (2026-2031) & (US\$/Unit)

Table 66. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2025) & (K Units)

Table 67. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2026-2031) & (K Units)

Table 68. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2025) & (K Units)

Table 69. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2026-2031) & (K Units)

Table 70. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2025) & (K Units)

Table 71. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2026-2031) & (K Units)

Table 72. North America In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2025) & (USD Million)

Table 73. North America In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2026-2031) & (USD Million)

Table 74. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2025) & (K Units)

Table 75. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2026-2031) & (K Units)

Table 76. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2025) & (K Units)

Table 77. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2026-2031) & (K Units)

Table 78. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2025) & (K Units)

Table 79. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2026-2031) & (K Units)

Table 80. Europe In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2025) & (USD Million)

Table 81. Europe In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2026-2031) & (USD Million)

Table 82. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2025) & (K Units)

Table 83. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2026-2031) & (K Units)

Table 84. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2025) & (K Units)

Table 85. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by

Application (2026-2031) & (K Units)

Table 86. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Region (2020-2025) & (K Units)

Table 87. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity by Region (2026-2031) & (K Units)

Table 88. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2020-2025) & (USD Million)

Table 89. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Consumption Value by Region (2026-2031) & (USD Million)

Table 90. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2025) & (K Units)

Table 91. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2026-2031) & (K Units)

Table 92. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2025) & (K Units)

Table 93. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2026-2031) & (K Units)

Table 94. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2025) & (K Units)

Table 95. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2026-2031) & (K Units)

Table 96. South America In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2025) & (USD Million)

Table 97. South America In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2026-2031) & (USD Million)

Table 98. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2020-2025) & (K Units)

Table 99. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Type (2026-2031) & (K Units)

Table 100. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2020-2025) & (K Units)

Table 101. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Application (2026-2031) & (K Units)

Table 102. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2020-2025) & (K Units)

Table 103. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity by Country (2026-2031) & (K Units)

Table 104. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2020-2025) & (USD Million)

Table 105. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Consumption Value by Country (2026-2031) & (USD Million)

Table 106. In-Vehicle Infotainment (IVI) Devices Raw Material

Table 107. Key Manufacturers of In-Vehicle Infotainment (IVI) Devices Raw Materials

Table 108. In-Vehicle Infotainment (IVI) Devices Typical Distributors

Table 109. In-Vehicle Infotainment (IVI) Devices Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. In-Vehicle Infotainment (IVI) Devices Picture
- Figure 2. Global In-Vehicle Infotainment (IVI) Devices Revenue by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global In-Vehicle Infotainment (IVI) Devices Revenue Market Share by Type in 2024
- Figure 4. Multimedia Equipment Examples
- Figure 5. Navigation Equipment Examples
- Figure 6. Others Examples
- Figure 7. Global In-Vehicle Infotainment (IVI) Devices Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Figure 8. Global In-Vehicle Infotainment (IVI) Devices Revenue Market Share by Application in 2024
- Figure 9. Commercial Vehicles Examples
- Figure 10. Passenger Vehicles Examples
- Figure 11. Global In-Vehicle Infotainment (IVI) Devices Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 12. Global In-Vehicle Infotainment (IVI) Devices Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 13. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity (2020-2031) & (K Units)
- Figure 14. Global In-Vehicle Infotainment (IVI) Devices Price (2020-2031) & (US\$/Unit)
- Figure 15. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Manufacturer in 2024
- Figure 16. Global In-Vehicle Infotainment (IVI) Devices Revenue Market Share by Manufacturer in 2024
- Figure 17. Producer Shipments of In-Vehicle Infotainment (IVI) Devices by Manufacturer Sales (\$MM) and Market Share (%): 2024
- Figure 18. Top 3 In-Vehicle Infotainment (IVI) Devices Manufacturer (Revenue) Market Share in 2024
- Figure 19. Top 6 In-Vehicle Infotainment (IVI) Devices Manufacturer (Revenue) Market Share in 2024
- Figure 20. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Region (2020-2031)
- Figure 21. Global In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Region (2020-2031)

Figure 22. North America In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 23. Europe In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 24. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 25. South America In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 26. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 27. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Type (2020-2031)

Figure 28. Global In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Type (2020-2031)

Figure 29. Global In-Vehicle Infotainment (IVI) Devices Average Price by Type (2020-2031) & (US\$/Unit)

Figure 30. Global In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Application (2020-2031)

Figure 31. Global In-Vehicle Infotainment (IVI) Devices Revenue Market Share by Application (2020-2031)

Figure 32. Global In-Vehicle Infotainment (IVI) Devices Average Price by Application (2020-2031) & (US\$/Unit)

Figure 33. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Type (2020-2031)

Figure 34. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Application (2020-2031)

Figure 35. North America In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Country (2020-2031)

Figure 36. North America In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Country (2020-2031)

Figure 37. United States In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 38. Canada In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 39. Mexico In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 40. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Type (2020-2031)

Figure 41. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by

Application (2020-2031)

Figure 42. Europe In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Country (2020-2031)

Figure 43. Europe In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Country (2020-2031)

Figure 44. Germany In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 45. France In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 46. United Kingdom In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 47. Russia In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 48. Italy In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 49. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Type (2020-2031)

Figure 50. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Application (2020-2031)

Figure 51. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Region (2020-2031)

Figure 52. Asia-Pacific In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Region (2020-2031)

Figure 53. China In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 54. Japan In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 55. South Korea In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 56. India In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 57. Southeast Asia In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 58. Australia In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 59. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Type (2020-2031)

Figure 60. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Application (2020-2031)

Figure 61. South America In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Country (2020-2031)

Figure 62. South America In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Country (2020-2031)

Figure 63. Brazil In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 64. Argentina In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 65. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Type (2020-2031)

Figure 66. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Application (2020-2031)

Figure 67. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Sales Quantity Market Share by Country (2020-2031)

Figure 68. Middle East & Africa In-Vehicle Infotainment (IVI) Devices Consumption Value Market Share by Country (2020-2031)

Figure 69. Turkey In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 70. Egypt In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 71. Saudi Arabia In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 72. South Africa In-Vehicle Infotainment (IVI) Devices Consumption Value (2020-2031) & (USD Million)

Figure 73. In-Vehicle Infotainment (IVI) Devices Market Drivers

Figure 74. In-Vehicle Infotainment (IVI) Devices Market Restraints

Figure 75. In-Vehicle Infotainment (IVI) Devices Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of In-Vehicle Infotainment (IVI) Devices in 2024

Figure 78. Manufacturing Process Analysis of In-Vehicle Infotainment (IVI) Devices

Figure 79. In-Vehicle Infotainment (IVI) Devices Industrial Chain

Figure 80. Sales Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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