

# **Global Passenger Car In-Vehicle Infotainment (IVI) Market 2025 by Company, Regions, Type and Application, Forecast to 2031**

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## **Abstracts**

According to our (Global Info Research) latest study, the global Passenger Car In-Vehicle Infotainment (IVI) market size was valued at US\$ 1453 million in 2024 and is forecast to a readjusted size of USD 2172 million by 2031 with a CAGR of 5.9% during review period.

The in-vehicle infotainment system (IVI) is an in-vehicle integrated information processing system that uses an in-vehicle central processor and is based on the body bus, mobile network, satellite navigation and Internet services. It can realize functions such as wireless communication, satellite navigation, exchanging text, and voice. , which enables the driver to timely understand the car's operating status information and external information while driving.

This report is a detailed and comprehensive analysis for global Passenger Car In-Vehicle Infotainment (IVI) market. Both quantitative and qualitative analyses are presented by company, 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 Passenger Car In-Vehicle Infotainment (IVI) market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Passenger Car In-Vehicle Infotainment (IVI) market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Passenger Car In-Vehicle Infotainment (IVI) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Passenger Car In-Vehicle Infotainment (IVI) market shares of main players, in revenue (\$ Million), 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 Passenger Car In-Vehicle Infotainment (IVI)

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 Passenger Car In-Vehicle Infotainment (IVI) market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Desaysv, Alpine, Harman, Microsoft, Baidu, Continental, Denso, Harman International Industrie, Panasonic, Pioneer, etc.

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

Market segmentation

Passenger Car In-Vehicle Infotainment (IVI) 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Vehicle Multimedia System

Vehicle Information Prompt System

Driving Status Monitoring System

Vehicle Communication Positioning System

Vehicle Fault Diagnosis System

#### Market segment by Application

Car

Multipurpose Vehicle (MPV)

Sports Utility Vehicle (SUV)

Special Passenger Car

Crossover Passenger Car

#### Market segment by players, this report covers

Desaysv

Alpine

Harman

Microsoft

Baidu

Continental

Denso

Harman International Industrie

Panasonic

Pioneer

Airbiquity

Aisin Seiki

Bosch

Mitsubishi Electric Corporation

Hyundai Mobis

Clarion

Visteon

Huayang Group

Aptiv PLC

Hangsheng

Foxconn Technology Group

Thundersoft

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Passenger Car In-Vehicle Infotainment (IVI) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Passenger Car In-Vehicle Infotainment (IVI), with revenue, gross margin, and global market share of Passenger Car In-Vehicle Infotainment (IVI) from 2020 to 2025.

Chapter 3, the Passenger Car In-Vehicle Infotainment (IVI) 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 by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

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 2020 to 2025. and Passenger Car In-Vehicle Infotainment (IVI) market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Passenger Car In-Vehicle Infotainment (IVI).

Chapter 13, to describe Passenger Car In-Vehicle Infotainment (IVI) research findings and conclusion.

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