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Automotive Infotainment Market Size, Share & Trends Analysis Report By Product Type (Audio Unit, Display Units, Heads-Up Displays), By Fit Type, By Vehicle Type, By Region, And Segments Forecasts, 2023 - 2030

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Abstracts

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Automotive Infotainment Market Growth & Trends

The global automotive infotainment market is expected to reach USD 15.13 billion by 2030, to expand at a CAGR of 9.7% from 2023 to 2030, according to a new report by Grand View Research, Inc. Increase in the demand for advanced safety features, self-driving vehicles, digital cockpits for driver assistance, and entertainment purposes is driving the growth of the automotive infotainment market. Further, changing consumer preference toward technologically advanced products and the capability of the automobile infotainment system to anticipate and fulfill customers' desires are the key factors contributing to the growth of the overall automotive infotainment market.

Collaboration & partnership between E-Commerce companies and automobile manufacturers are expected to create new growth opportunities for the automotive infotainment market. In January 2022, Amazon.com Inc. and Stellantis NV collaborated to develop the trucks and cars with the Amazon software dashboard and deploy them for delivery. These vehicles will have an infotainment system, and the real-time data collected will be processed on the cloud.

One of the critical challenges the automotive infotainment market faces is the shutting down of 3G networking services by a significant cellular operator such as AT&T. The

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company shut down its 3G network in March 2021, and other networking firms are following the same path. Millions of cars connected with 3G networks will quit transmitting the signals, making the installed infotainment system incompatible.

Prominent automobile manufacturers are working closely with software development companies to develop a technologically advanced solution that provides the cutting edge over competitors. In May 2022, General Motors collaborated with Red Hat Inc., an open-source enterprise software solutions provider, to advance software-defined vehicles. With Red Hat In-Vehicle Operating System, GM extends its Ultifi software platform on a functional-safety-certified Linux platform.

Automotive Infotainment Market Report Highlights

Increasing penetration of augmented reality technology is majorly contributing to the upsurge growth of the heads-up display segment during the forecast period 2023 to 2030.

The OF fitted segment is expected to hold significant market share by volume in the automotive infotainment market, this is majorly due to its easier serving, low maintenance, and company warranty feature.

The passenger car segment accounted for the largest revenue share of around 80% of the overall automotive infotainment market in 2022. The increasing demand for the technology advanced features in the passenger vehicles used by the transportation sector is a key contributor to the lion’s share of the segment.

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