

Electric Vehicle Infotainment Market Size, Share & Trends Analysis Report By System Type (Audio, Video, Heads-up, Navigation, Rear Seat Entertainment System), By Connectivity Type, By End Use, By Region, And Segment Forecasts 2022 - 2030

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Abstracts

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Electric Vehicle Infotainment Market Growth & Trends

The global electric vehicle infotainment market is expected to reach USD 19.49 billion by 2030 with a CAGR growth of 38.1% over the forecast period, according to a new report by Grand View Research, Inc. EV infotainment systems offer components such as video/audio entertainment, navigation, call control, climate control, apps, and connectivity features, bringing digital life on the road. The market is witnessing high growth owing to new connectivity features based on smartphones, Bluetooth, and wired & wireless technologies at low cost. The increasing connectivity capability in the infotainment system is enabling end-users to access basic features such as navigation and calling easily. The rising uptake of EVs in mid to high-end segment cars is also driving the market growth.

The integration of cloud technology in the infotainment system is also creating avenues for market growth. The integration of cloud technology in cars can update traffic data and maps, helping prevent road accidents. Electric cars exchange data to provide real-time traffic information and weather condition for safe and easy navigation through real-time maps. The use of cloud technology enables secure, alert, and comfortable driving. Additionally, manufacturers are paying attention to designing details of the infotainment system to match the aesthetics of the vehicles. Thus, driving the growth of the electric

vehicle infotainment market. Technological advancements in heads-up, rear-seat entertainment, and dashboard infotainment systems are gaining traction among manufacturers and end-users.

Electric vehicles are becoming more interactive in terms of information exchange and entertainment systems. For this purpose, many manufacturers are installing high-definition screens of various sizes. For, Tesla's Model 3 and Model Y has a 15-inch infotainment screen. The specification of these screens enables the driver to view and operate the infotainment system with efficiency and effectiveness without much strain on the driver's eyes. With the growing emphasis on passenger safety, automotive manufacturers are also integrating Advanced Driver Assistance Systems (ADAS) and Digital Monitoring Systems (DMS) are being connected with the infotainment system in EVs. These technological advancements are creating new growth opportunities for infotainment manufacturers.

The wireless connection segment holds the highest market share in 2021. As the use of smartphones grows, so does the need for network access. The use of smartphones to connect to the internet has enabled wireless communication and cellular connection for infotainment because of the high-speed connection and ease of use, electric vehicle infotainment systems are gaining popularity. The Wireless connectivity's global expansion enables EV infotainment to give a smooth driving experience while moving the market forward growth.

Electric Vehicle Infotainment Market Report Highlights

The market will witness growth based on factors such as uptake of electric vehicles, enhanced connectivity, screen size, and use of technology such as AI and cloud

The heads-up, rear seat entertainment system, and dashboard infotainment system are gaining popularity.

Integration of infotainment system in passenger EVs will drive the market growth during the forecast period.

Major players in the market are Alpine Electronics Inc., Continental AG, Denso Corporation, Panasonic Corporation and Pioneer Corporation

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