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In-car Infotainment Market Size, Share & Trends Analysis Report By Product (Audio Unit, Display Unit, Navigation Unit, Heads-Up Display, Communication Unit), By Fit, By Vehicle, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 3 Business Days

In-car Infotainment Market Growth & Trends

The global in-car infotainment market size is expected treach USD 42.19 billion by 2030, registering a CAGR of 11.5% from 2025 t2030, according ta new study by Grand View Research, Inc. Smartphones happen tbe the most prominently-used connectivity gateways for an infotainment system. Hence, any growth in the adoption of smartphones across the globe is anticipated thave a significant impact on the in-car infotainment system market.

The rising demand for enhanced driving experience is predicted tdrive the growth of the in-car entertainment industry over the forecast period. The increasing focus on driver comfort and convenience has prompted car manufacturers tdevelop cutting-edge in-car infotainment products. In-car infotainment systems offer innovative features such as real-time traffic updates, Bluetooth connectivity, voice control, and navigation information. These features provide the driver with comprehensive vehicle information tenhance driving experience and safety. In addition tthis, technological advancements in automation have enabled the user tcontrol the car remotely by leveraging parking assistance and obtaining a 360-degree view of the vehicle.

However, integrating these systems intautomobiles involve high costs. This explains

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why they are limited only tpremium and luxury vehicles at present. On the other hand, security and privacy issues associated with infotainment systems are predicted thinder the growth of the in-car entertainment systems industry.

The use of infotainment systems in commercial vehicles is mainly driven by the widespread adoption of navigation units. The implementation of navigation and communication units in a commercial vehicle has helped in increasing operational efficiency and reducing the response time during emergencies. Given that commercial vehicles have ttravel for longer durations and cover longer distances as compared tpassenger cars, these systems can alshelp in improving safety and driver comfort.

In-car Infotainment Market Report Highlights

The communication unit segment dominated the in-car infotainment industry, with the largest revenue share of 27.7% in 2024. Technological proliferation has extended connectivity tremote locations, thereby encouraging people tuse communication devices and subsequently boosting the adoption of communication units.

The OE fitted segment is expected temerge as the fastest-growing segment over the forecast period. This can be attributed ttheir minimal maintenance costs as they come with a warranty.

The passenger cars segment dominated the in-car infotainment industry with the largest revenue share in 2024. The growing focus on driver security and safety is stimulating the adoption of efficient navigation systems, subsequently driving the market growth across the passenger cars segment.

The Asia Pacific in-car infotainment market dominated the global market with the largest revenue share of 33.0% in 2024.

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

1.1. Market Segmentation & Scope
1.2. Market Definition
1.3. Information Procurement
  1.3.1. Purchased Database
  1.3.2. GVR's Internal Database
  1.3.3. Secondary Sources & Third-Party Perspectives
  1.3.4. Primary Research
1.4. Information Analysis
  1.4.1. Data Analysis Models
1.5. Market Formulation & Data Visualization
1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

2.1. Market Snapshot
2.2. Segment Snapshot
2.3. Competitive Landscape Snapshot

CHAPTER 3. IN-CAR INFOTAINMENT MARKET VARIABLES, TRENDS & SCOPE

3.1. Market Lineage Outlook
  3.1.1. Parent Market Outlook
  3.1.2. Related Market Outlook
3.2. Industry Value Chain Analysis
  3.2.1. Profit Margin Analysis (Industry-level)
3.3. Market Dynamics
  3.3.1. Market Driver Analysis
  3.3.2. Market Restraint Analysis
  3.3.3. Market Opportunities
  3.3.4. Market Challenges
3.4. Industry Analysis Tools
  3.4.1. Porter's Five Forces Analysis
3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

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4.1. Demographic Analysis
4.2. Consumer Trends and Preferences
4.3. Factors Affecting Buying Decision
4.4. Consumer Product Adoption
4.5. Observations & Recommendations

CHAPTER 5. IN-CAR INFOTAINMENT MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

5.1. In-car Infotainment Market, By Product: Key Takeaways
5.2. Product Movement Analysis & Market Share, 2024 & 2030
5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
5.3.1. Audio unit
5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
5.3.2. Display unit
5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
5.3.3. Heads-Up display
5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
5.3.4. Navigation unit
5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
5.3.5. Communication unit
5.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. IN-CAR INFOTAINMENT MARKET: FIT ESTIMATES & TREND ANALYSIS

6.1. In-car Infotainment Market, By Fit: Key Takeaways
6.2. Fit Movement Analysis & Market Share, 2024 & 2030
6.3. Market Estimates & Forecasts, By Fit, 2018 - 2030 (USD Million)
6.3.1. OE fitted
6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
6.3.2. Aftermarket
6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. IN-CAR INFOTAINMENT MARKET: VEHICLE ESTIMATES & TREND ANALYSIS

7.1. In-car Infotainment Market, By Vehicle: Key Takeaways

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info@marketpublishers.com

7.2. Vehicle Movement Analysis & Market Share, 2024 & 2030
7.3. Market Estimates & Forecasts, By Vehicle, 2018 - 2030 (USD Million)
7.3.1. Passenger cars
7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
7.3.2. Commercial vehicles
7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. IN-CAR INFOTAINMENT MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. In-car Infotainment Market: Regional Outlook
8.2. Regional Marketplaces: Key Takeaways
8.3. Market Estimates & Forecasts, by region, 2018 - 2030 (USD Million)
8.3.1. North America
8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.1.2. U.S.
8.3.1.2.1. Key country dynamics
8.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.1.3. Canada
8.3.1.3.1. Key country dynamics
8.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.1.4. Mexico
8.3.1.4.1. Key country dynamics
8.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.2. Europe
8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.2.2. UK
8.3.2.2.1. Key country dynamics
8.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.2.3. Germany
8.3.2.3.1. Key country dynamics
8.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.2.4. France
8.3.2.4.1. Key country dynamics
8.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.3. Asia Pacific
8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.3.2. China
8.3.3.2.1. Key country dynamics

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8.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.3.3. India
8.3.3.3.1. Key country dynamics
8.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.3.4. Japan
8.3.3.4.1. Key country dynamics
8.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.3.5. Australia
8.3.3.5.1. Key country dynamics
8.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.3.6. South Korea
8.3.3.6.1. Key country dynamics
8.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.4. Latin America
8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.4.2. Brazil
8.3.4.2.1. Key country dynamics
8.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.5. Middle East & Africa
8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.5.2. South Africa
8.3.5.2.1. Key country dynamics
8.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.5.3. UAE
8.3.5.3.1. Key country dynamics
8.3.5.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
8.3.5.4. Saudi Arabia
8.3.5.4.1. Key country dynamics
8.3.5.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 9. IN-CAR INFOTAINMENT MARKET: COMPETITIVE ANALYSIS

9.1. Recent Developments & Impact Analysis, by Key Market Participants
9.2. Company Categorization
9.3. Participant’s Overview
9.4. Financial Performance
9.5. Product Benchmarking
9.6. Company Market Share Analysis, 2024 (%)
9.7. Company Heat Map Analysis

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9.8. Strategy Mapping
9.9. Company Profiles
9.9.1. Continental AG
9.9.1.1. Company Overview
9.9.1.2. Financial Performance
9.9.1.3. Product Portfolios
9.9.1.4. Strategic Initiatives
9.9.2. HARMAN International.
9.9.2.1. Company Overview
9.9.2.2. Financial Performance
9.9.2.3. Product Portfolios
9.9.2.4. Strategic Initiatives
9.9.3. Panasonic Corporation
9.9.3.1. Company Overview
9.9.3.2. Financial Performance
9.9.3.3. Product Portfolios
9.9.3.4. Strategic Initiatives
9.9.4. ALPS ALPINE CO., LTD.
9.9.4.1. Company Overview
9.9.4.2. Financial Performance
9.9.4.3. Product Portfolios
9.9.4.4. Strategic Initiatives
9.9.5. DENSO CORPORATION.
9.9.5.1. Company Overview
9.9.5.2. Financial Performance
9.9.5.3. Product Portfolios
9.9.5.4. Strategic Initiatives
9.9.6. Pioneer Corporation.
9.9.6.1. Company Overview
9.9.6.2. Financial Performance
9.9.6.3. Product Portfolios
9.9.6.4. Strategic Initiatives
9.9.7. Clarion
9.9.7.1. Company Overview
9.9.7.2. Financial Performance
9.9.7.3. Product Portfolios
9.9.7.4. Strategic Initiatives
9.9.8. Visteon Corporation
9.9.8.1. Company Overview

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9.9.8.2. Financial Performance
9.9.8.3. Product Portfolios
9.9.8.4. Strategic Initiatives
9.9.9. Aptiv
9.9.9.1. Company Overview
9.9.9.2. Financial Performance
9.9.9.3. Product Portfolios
9.9.9.4. Strategic Initiatives
9.9.10. JVCKENWOOD Corporation
9.9.10.1. Company Overview
9.9.10.2. Financial Performance
9.9.10.3. Product Portfolios
9.9.10.4. Strategic Initiatives

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