

# **Automotive Infotainment Market Report by Product Type (Navigation Unit, Display Audio, Audio, and Others), Vehicle Type (Passenger Cars, Commercial Vehicles), Operating System (QNX, LINUX, Microsoft, and Others), Installation Type (In-Dash Infotainment, Rear Seat Infotainment), Sales Channel (OEM, Aftermarket), Technology (Integrated, Embedded, Tethered), Connectivity (Bluetooth, Wi-Fi, 3G, 4G, 5G), and Region 2024-2032**

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## **Abstracts**

The global automotive infotainment market size reached US\$ 19.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 37.7 Billion by 2032, exhibiting a growth rate (CAGR) of 7.3% during 2024-2032. The global market is rapidly growing, driven by technological advancements in connectivity and interface, increasing consumer demand for sophisticated in-vehicle experiences, and changing regulatory standards that shape system design, functionality, and the integration of environmentally sustainable and advanced technologies.

Automotive Infotainment Market Trends:

Technological advancements in connectivity and interface

The market is significantly driven by advancements in connectivity and interface technologies. Integration of smartphones with vehicles through platforms like Apple CarPlay and Android Auto offers users access to navigation, communication, and entertainment apps. The emergence of 5G is expected to enhance these features and enable more efficient vehicle-to-everything communications, critical for advanced driver-

assistance systems. Additionally, user experience is enhanced through sophisticated interfaces including voice commands, touchscreens, and AI-powered personalization, making vehicles more interactive and user-friendly. Software has become a focal point, with manufacturers developing upgradable and secure systems. This shift towards software-defined vehicles emphasizes the importance of cybersecurity, ensuring user data protection and system integrity.

### Consumer demand and expectations for enhanced in-vehicle experience

Modern users expect vehicle connectivity and convenience on par with their other digital devices, leading to the integration of streaming services, social media, and internet connectivity in cars. This demand has prompted manufacturers to focus on creating immersive experiences with high-quality audio, advanced navigation, and personalized content. The infotainment system's quality is increasingly influencing purchase decisions, especially among younger consumers who value digital features. This trend is steering automotive brands to innovate and compete in the infotainment domain, offering a range of systems from basic to advanced in different vehicle segments. Furthermore, the progression towards autonomous vehicles is shaping consumer expectations for infotainment systems, anticipating a future where in-car entertainment and productivity features become more prominent as the driving role diminishes.

### Regulatory and industry standards influencing innovation

Regulations focused on minimizing driver distraction impact the design and features of these systems, necessitating compliance with various global standards. This includes regulations on screen placement, user interface complexity, and hands-free operation. Additionally, environmental regulations are pushing for more sustainable infotainment systems, in terms of materials, manufacturing, and energy efficiency, particularly in the electric vehicle sector. Industry standards for connectivity, such as Bluetooth and Wi-Fi, ensure compatibility with a range of personal devices, promoting a seamless user experience. The development of these standards is essential for integrating newer technologies like augmented reality in navigation. Together, these regulatory and standardization efforts not only shape the design and functionality of infotainment systems but also drive innovation, ensuring systems are user-friendly, sustainable, and technologically advanced.

### Automotive Infotainment Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report

has categorized the market based on product type, vehicle type, operating system, installation type, sales channel, technology and connectivity.

#### Breakup by Product Type:

Navigation Unit

Display Audio

Audio

Others

Audio dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes navigation unit, display audio, audio, and others. According to the report, audio represented the largest segment.

#### Breakup by Vehicle Type:

Passenger Cars

Commercial Vehicles

Passenger cars hold the largest share in the market

A detailed breakup and analysis of the market based on the vehicle type has also been provided in the report. This includes passenger cars and commercial vehicles. According to the report, passenger cars accounted for the largest market share.

#### Breakup by Operating System:

QNX

LINUX

Microsoft

Others

LINUX dominates the market

The report has provided a detailed breakup and analysis of the market based on the operating system. This includes QNX, LINUX, Microsoft, and others. According to the report, LINUX represented the largest segment.

### Breakup by Installation Type:

In-Dash Infotainment  
Rear Seat Infotainment

In-dash infotainment holds the largest share in the market

A detailed breakup and analysis of the market based on the installation type have also been provided in the report. This includes in-dash infotainment and rear-seat infotainment. According to the report, in-dash infotainment accounted for the largest market share.

### Breakup by Sales Channel:

OEM  
Aftermarket

OEM dominates the market

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes OEM and aftermarket. According to the report, OEM represented the largest segment.

### Breakup by Technology:

Integrated  
Embedded  
Tethered

Tethered holds the largest share in the market

A detailed breakup and analysis of the market based on technology has also been provided in the report. This includes integrated, embedded, and tethered. According to the report, tethered accounted for the largest market share.

### Breakup by Connectivity:

Bluetooth

Wi-Fi  
3G  
4G  
5G

Bluetooth dominates the market

The report has provided a detailed breakup and analysis of the market based on the connectivity. This includes Bluetooth, Wi-Fi, 3G, 4G and 5G. According to the report, Bluetooth represented the largest segment.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Turkey

Saudi Arabia

Iran

United Arab Emirates  
Others

Asia Pacific leads the market, accounting for the largest automotive infotainment market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa (Turkey, Saudi Arabia, Iran, United Arab Emirates and others). According to the report, Asia Pacific accounted for the largest market share.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Aisin Seiki Co. Ltd.  
Continental AG  
Clarion Co. Ltd.  
Denso Corporation  
Garmin Ltd.  
Harman International Industries, Inc. (Samsung Electronics)  
Magneti Marelli S.p.A.  
Panasonic Corporation  
Pioneer Corporation  
Robert Bosch GmbH  
Aptiv

#### Key Questions Answered in This Report

1. What was the size of the global automotive infotainment market in 2023?
2. What is the expected growth rate of the global automotive infotainment market during 2024-2032?
3. What are the key factors driving the global automotive infotainment market?
4. What has been the impact of COVID-19 on the global automotive infotainment market?
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product type?

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12. What are the key regions in the global automotive infotainment market?

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