

# **Asia Pacific In-Vehicle Infotainment Market By Installation Type (OEM and Aftermarket) By Form (Embedded, Tethered and Integrated) By Vehicle Type (Passenger Car and Commercial Vehicles) By Component (Display Unit/Infotainment Unit, Control Panel, Telematics Control Unit, and Others) By Country, Industry Analysis and Forecast, 2019 - 2025**

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## **Abstracts**

The Asia Pacific In-Vehicle Infotainment Market would witness market growth of 10.9% CAGR during the forecast period (2019-2025).

The growing levels of disposable income in developing economies, especially Asia-Pacific, enable consumers to spend on high-end and luxury cars equipped with these systems. Technological advancements have also led to the implementation of advanced graphic user interfaces, voice recognition, intuitive touchscreen and other facilities in these systems. All of these factors work particularly well for the growth of the in-car infotainment market during the forecast period.

Certain features driving the success of these systems include mobile connectivity, either via Bluetooth or Wi-Fi, which enables users to access messages and other information and makes it easier to operate on the go. In addition, users can also personalize these systems as per their choices and requirements, which also contribute to the increasing popularity of these systems. Additionally In addition, the ability of these systems to access cloud-based services as well as provide fast and efficient connectivity and remote access to playlists and video streaming also drives the demand for these systems.

Based on Installation Type, the market is segmented into OEM and Aftermarket. Based on Form, the market is segmented into Embedded, Tethered and Integrated. Based on Vehicle Type, the market is segmented into Passenger Car and Commercial Vehicles. Based on Component, the market is segmented into Display Unit/Infotainment Unit, Control Panel, Telematics Control Unit, and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Garmin Ltd., Samsung Electronics Co., Ltd. (Samsung Group), Panasonic Corporation, Robert Bosch GmbH, Mitsubishi Electric Corporation, TomTom N.V., Denso Corporation, Faurecia SA (Clarion Co., Ltd.), Pioneer Corporation, and Alps Alpine Co., Ltd.

#### Scope of the Study

#### Market Segmentation:

##### By Installation Type

OEM

Aftermarket

##### By Form

Embedded

Tethered

Integrated

##### By Vehicle Type

Passenger Car

Commercial Vehicles

## By Component

Display Unit/Infotainment Unit

Control Panel

Telematics Control Unit

Others

## By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Garmin Ltd.

Samsung Electronics Co., Ltd. (Samsung Group)

Panasonic Corporation

Robert Bosch GmbH

Mitsubishi Electric Corporation

TomTom N.V.

Denso Corporation

Faurecia SA (Clarion Co., Ltd.)

Pioneer Corporation

Alps Alpine Co., Ltd.

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