

# **LAMEA 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 Latin America, Middle East and Africa In-Vehicle Infotainment Market would witness market growth of 12.8% CAGR during the forecast period (2019-2025).

In-car infotainment is a suite of digital technologies that are integrated into cars to include entertainment, information, connectivity, and communication services. The entire system uses touchscreens, audio/video (A/V) interfaces, keypads and other forms of devices to provide entertainment and information to drivers and passengers. Advanced infotainment systems allow Bluetooth, Wi-Fi connectivity, integrated voice recognition, video streaming, and smart technology for mobile integration.

The extensive demand for systems that can promote in-car comfort, entertainment and convenience, such as on-demand music, mobile integration, live audio streaming and numerous other entertainment services, is anticipated to drive growth in the in-vehicle entertainment industry. Automakers are also gradually integrating these devices into their vehicles, having realized that these technologies can easily influence customer buying decisions.

The growing use of tablets in cars encourages OEMs to build custom tablets for their vehicles. For example, Audi has developed a 10.1-inch automotive-grade tablet

especially for its vehicles. The tablet can be linked to the vehicle infotainment system and used by passengers seated in the front seats and in the rear seats. The tablet is specifically designed to withstand high temperatures and can also be activated for use outside the vehicle.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

## 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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FIG 20 RECENT STRATEGIES AND DEVELOPMENTS: ALPS ALPINE CO., LTD.



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