

# **North America 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**

<https://marketpublishers.com/r/NB0A4CD128EBEN.html>

Date: March 2020

Pages: 118

Price: US\$ 1,500.00 (Single User License)

ID: NB0A4CD128EBEN

## **Abstracts**

The North America In-Vehicle Infotainment Market would witness market growth of 9.5% CAGR during the forecast period (2019-2025).

The In-Car Infotainment System refers to a series of hardware and software components built to deliver entertainment and navigation services that ensure enhanced comfort and convenience for the driver. Installed systems are equipped with multimedia, entertainment and driver assistance internet access, time information, security services and rear seat entertainment. In addition to technical advances, the in-vehicle infotainment systems are now fitted with advanced features like audio/video (A/V) interfaces, keypads, touchscreens, and others that enhance usability. This is anticipated to stimulate the growth of the market.

In-vehicle infotainment systems can be integrated into different kinds of vehicles such as passenger cars, light commercial vehicles, and heavy commercial vehicles. In-vehicle infotainment systems manufacturers are developing and integrating their devices to support telematics. Simply put, telematics can be defined as a blend of telecommunications and informatics. Integrated Telematics, Embedded Telematics, and Tethered Telematics.

The in-vehicle infotainment market growth relied predominantly on high-end vehicles as OEMs provide them as standard features in the vehicle segment. Nevertheless, the advent of in-vehicle infotainment systems in low to mid-segment vehicles is also extending. In several countries, infotainment systems are introduced as an option in some mid-segment cars.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

## 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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