

Global Passenger Car In-Vehicle Infotainment (IVI) Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Passenger Car In-Vehicle Infotainment (IVI) market size is predicted to grow from US\$ 1547 million in 2025 to US\$ 2342 million in 2032; it is expected to grow at a CAGR of 6.2% from 2026 to 2032.

The in-vehicle infotainment system (IVI) is an in-vehicle integrated information processing system that uses an in-vehicle central processor and is based on the body bus, mobile network, satellite navigation and Internet services. It can realize functions such as wireless communication, satellite navigation, exchanging text, and voice. , which enables the driver to timely understand the car's operating status information and external information while driving.

United States market for Passenger Car In-Vehicle Infotainment (IVI) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Passenger Car In-Vehicle Infotainment (IVI) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Passenger Car In-Vehicle Infotainment (IVI) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Passenger Car In-Vehicle Infotainment (IVI) players cover Desaysv, Alpine, Harman, Microsoft, Baidu, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'Passenger Car In-Vehicle Infotainment (IVI) Industry Forecast' looks at past sales and reviews total world Passenger Car In-Vehicle Infotainment (IVI) sales in 2025, providing a comprehensive analysis by region and market sector of projected Passenger Car In-Vehicle Infotainment (IVI) sales for 2026 through 2032. With Passenger Car In-Vehicle Infotainment (IVI) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Passenger Car In-Vehicle Infotainment (IVI) industry.

This Insight Report provides a comprehensive analysis of the global Passenger Car In-Vehicle Infotainment (IVI) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Passenger Car In-Vehicle Infotainment (IVI) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Passenger Car In-Vehicle Infotainment (IVI) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Passenger Car In-Vehicle Infotainment (IVI) and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Passenger Car In-Vehicle Infotainment (IVI).

This report presents a comprehensive overview, market shares, and growth opportunities of Passenger Car In-Vehicle Infotainment (IVI) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Vehicle Multimedia System

Vehicle Information Prompt System

Driving Status Monitoring System

Vehicle Communication Positioning System

Vehicle Fault Diagnosis System

Segmentation by Application:

Car

Multipurpose Vehicle (MPV)

Sports Utility Vehicle (SUV)

Special Passenger Car

Crossover Passenger Car

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Desaysv

Alpine

Harman

Microsoft

Baidu

Continental

Denso

Harman International Industrie

Panasonic

Pioneer

Airbiquity

Aisin Seiki

Bosch

Mitsubishi Electric Corporation

Hyundai Mobis

Clarion

Visteon

Huayang Group

Aptiv PLC

Hangsheng

Foxconn Technology Group

Thundersoft

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