

# Automotive Infotainment Market: Global Market Size, Forecast, Insights, and Competitive Landscape

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## Abstracts

The global automotive infotainment market is expected to grow at a CAGR of around 8.4% during 2023-2030. This report on global automotive infotainment market report provides holistic understanding of the market along with market sizing, forecast, drivers, challenges, and competitive landscape. The report presents a clear picture of the global automotive infotainment market by segmenting the market based on product type, vehicle type, operating system, installation type, sales channel, technology, system type, connectivity, and region. Also, detailed profiles of companies operating in the Automotive Infotainment market are provided in this report. We believe that this report will aid the professionals and industry stakeholders in making informed decision.

### Market Drivers

Rising Demand for Entertainment Systems in Vehicles

Provision for Smartphone Integration

Growth of Cloud Technologies

### Market Challenges

Design Complexity

Cybersecurity

## Historical & Forecast Period

Base Year: 2022

Historical Period: 2018-2022

Forecast Period: 2023-2030

## Market by Product Type

Navigation Unit

Display Audio

Audio

Others

## Market by Vehicle Type

Passenger Cars

Commercial Vehicles

Light Commercial Vehicle (LCV)

Heavy Commercial Vehicle (HCV)

## Market by Operating System

QNX

LINUX

Android

Microsoft

Others

## Market by Installation Type

In-Dash Infotainment

Rear Seat Infotainment

## Market by Sales Channel

OEM

Aftermarket

## Market by Technology

Integrated

Embedded

Tethered

## Market by System Type

Entertainment System

Connectivity System

Driver Assistance System

Others

## Market by Connectivity

Bluetooth

Wi-Fi

3G

4G

5G

## Market by Region

Europe

Germany

United Kingdom

France

Italy

Spain

Russia

Netherlands

Rest of Europe

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Rest of Asia Pacific

Latin America

Mexico

Brazil

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

Turkey

Iran

United Arab Emirates

Rest of Middle East & Africa

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