

# Automotive Infotainment Systems - Global Market Outlook (2017-2023)

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## Abstracts

According to Statistics MRC, the Global Automotive Infotainment Systems Market is accounted for \$14.92 billion in 2016 and is expected to reach \$36.68 billion by 2023 growing at a CAGR of 13.7 % during the forecast period. Factors such as increasing awareness of safety, rising usage of media oriented systems transport (MOST) technology and increased Smartphone adoption are fueling the market growth. However, privacy concerns are hindering the market.

Automotive infotainment is one of the rapid technologies in the businesses. Infotainment units are hardware materials used in vehicles to deliver navigation, connectivity and audio / visual entertainment. In these days majority of vehicles contain infotainment for entertainment, connected with devices such as personal navigation systems and smart phones with hands-free car equipment.

By Fit Type, OE fitted is costly and give few scope of customization and it is standardized product. It can be procured through authorized dealers and distributors. The benefits of OE fitted, such as easier servicing & maintenance, to customers and are covered under the car manufacturers' warranty. It has access to car data, which enables the company to carry out direct marketing campaigns for service and support.

Asia-Pacific region is expected to grow at a faster rate in automotive infotainment systems market due to the rising disposable incomes of customers and increasing vehicle production. The growing sale of quality cars in China is driving the growth of the market in this region.

Some of the key players in Automotive Infotainment Systems Market include Harman International, Alpine Electronics, Pioneer Corporation, Clarion Co., Ltd., JVC

KENWOOD Corporation, Continental AG, Panasonic Corporation, Denso Corporation, Visteon Corporation, Delphi Automotive PLC, Kenwood Industries, Bose Corporation, Garmin Limited, Fujitsu Ten, Airbiquity Inc., Robert Bosch GmbH and Aisin Seiki.

#### Fit Types Covered:

Aftermarket

OE fitted

#### Product Types Covered:

Display Unit

Communication Unit

Head-up display

Audio Unit

Navigation Unit

Other Product Types

#### Applications Covered:

Light Commercial Vehicles

Passenger Cars

Heavy Commercial Vehicles

#### System Types Covered:

Driver Assistance System

Connectivity System

Entertainment System

Operating Software's covered:

Linux

QNX

Microsoft

Other Operating Software's

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

U.K

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

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