

# **Passenger Cars Automotive Infotainment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Installation Type (In-dash Infotainment and Rear Seat Infotainment), By Distribution Channel type (OEM, Aftermarket) By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Passenger Cars Automotive Infotainment Market is projected to expand from USD 24.88 Billion in 2025 to USD 41.91 Billion by 2031, achieving a compound annual growth rate of 9.08%. This sector encompasses the integrated hardware and software solutions that deliver navigation, video, audio, and connectivity features to vehicle occupants. A major force propelling this market is the growing consumer expectation for seamless smartphone connectivity, which has shifted from being a luxury add-on to a standard requirement across all vehicle categories. Furthermore, regulatory mandates enforcing safety technologies, such as rear-view cameras and driver assistance systems, compel automakers to incorporate advanced display units, thereby supporting industry growth.

Conversely, a significant obstacle that may hinder market progress is the escalating sophistication of cybersecurity threats, which demand expensive and time-intensive defensive measures. Protecting these networked systems from potential intrusions imposes substantial financial burdens and extends development timelines for automotive manufacturers. According to the European Automobile Manufacturers' Association, new car registrations in the European Union rose by 1.4% during the first ten months of 2025 compared to the same period the previous year. This statistic underscores the consistent vehicle production volumes that are essential for maintaining demand for infotainment components.

## Market Driver

The widespread adoption of autonomous and electric vehicle technologies is fundamentally reshaping the Global Passenger Cars Automotive Infotainment Market. As the industry transitions from internal combustion engines to battery-electric platforms, infotainment units are evolving into vital command centers for monitoring battery health, estimating driving range, and locating charging stations. This shift is intensified by the advancement of autonomous driving capabilities, which transform the vehicle interior into a leisure space, necessitating high-definition screens and seamless content delivery systems to entertain passengers. The China Association of Automobile Manufacturers reported in January 2025 that sales of new energy vehicles in China reached 12.87 million units in 2024, a 35.5% year-on-year increase that highlights the rapid scaling of electrified platforms requiring sophisticated digital interfaces.

Additionally, the rising consumer demand for immersive in-cabin entertainment acts as a critical catalyst for market expansion. Modern occupants increasingly anticipate a "digital living room" experience, characterized by theater-quality audio, streaming capabilities, and high-resolution multi-display setups, particularly within the luxury segment where these features are key differentiators. According to a January 2025 press release from Mercedes-Benz USA, sales of their Top-End vehicles, which feature complex MBUX hyperscreens, surged by 52% in the fourth quarter of 2024. This robust demand ensures continued investment in next-generation connectivity and display technologies, supported by a substantial volume base as indicated by the European Automobile Manufacturers' Association, which noted that EU new car registrations totaled 10.6 million units for the full year 2024.

## Market Challenge

The increasing complexity of cybersecurity threats presents a significant barrier to the growth of the Global Passenger Cars Automotive Infotainment Market. As infotainment systems increasingly serve as the central hub for vehicle connectivity and external data exchange, they become primary targets for malicious exploits. Consequently, manufacturers must allocate substantial capital and engineering resources toward establishing robust encryption and firewalls rather than focusing on feature innovation. This necessity leads to extended testing phases and stringent compliance checks, which delay product launches and increase the overall unit cost of vehicles, ultimately limiting market penetration in price-sensitive segments.

Furthermore, security breaches can catastrophically disrupt the supply chain, causing immediate reductions in market output and the volume of installed units. This risk is practical rather than theoretical, with tangible impacts on production lines. The Society of Motor Manufacturers and Traders reported that UK vehicle production decreased by 30.9% in October 2025 compared to the previous year, a decline partly attributed to the lingering impact of a significant cyber-attack on the supply chain. This demonstrates how vulnerabilities in interconnected systems can actively arrest manufacturing volumes, directly impeding the expansion of the infotainment market.

## **Market Trends**

The integration of Large Language Models and Generative AI is revolutionizing the user experience by transforming infotainment systems from reactive command interfaces into proactive, conversational assistants. This technology enables vehicle operating systems to process complex natural language queries, manage in-car functions, and deliver personalized content by learning from driver behavior over time. Automakers are aggressively funding this transition to maintain a competitive edge in digital innovation. For instance, Mercedes-Benz USA projected in a February 2025 press release that its investments would peak in 2025, driven largely by a massive product launch campaign anchored by the new AI-driven MB.OS operating system and MBUX Virtual Assistant.

Simultaneously, the shift toward Software-Defined Vehicle architectures is fundamentally decoupling hardware from software, allowing manufacturers to deploy continuous over-the-air updates and monetize data-driven features throughout the vehicle's lifecycle. This architectural evolution permits OEMs to leverage immense amounts of fleet data to refine algorithms and improve system performance without requiring physical recalls. The scale of this connected ecosystem is becoming a critical asset for validation and feature development. In January 2025, the BMW Group announced that its new Operating System X utilizes data insights from a global fleet of more than 22 million connected BMW vehicles to optimize user interaction and display logic.

## **Key Market Players**

Denso Corporation

Robert Bosch GmbH

Continental AG

Harman International Industries Inc.

Magnetic Marelli SpA

Kenwood Corporation

Alpine Electronics Inc.

Mitsubishi Electric Corporation

Visteon Corporation

Pioneer Corporation

## **Report Scope**

In this report, the Global Passenger Cars Automotive Infotainment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Passenger Cars Automotive Infotainment Market, By Installation Type

In-dash Infotainment

Rear Seat Infotainment

Passenger Cars Automotive Infotainment Market, By Distribution Channel type

OEM

Aftermarket

Passenger Cars Automotive Infotainment Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Passenger Cars Automotive Infotainment Market.

## **Available Customizations:**

Global Passenger Cars Automotive Infotainment Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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