

# **Automotive Infotainment Systems Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Passenger Cars, Commercial Vehicles), By Application (Navigation, Media, Communication, Payment Services, and Telematics), By Distribution Channel (OEM and Aftermarket), By Regional, Competition, Forecast & Opportunities, 2021-2031F**

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## **Abstracts**

The Global Automotive Infotainment Systems Market will grow from USD 27.43 Billion in 2025 to USD 39.18 Billion by 2031 at a 6.12% CAGR. Automotive infotainment systems refer to the integrated hardware and software platforms within vehicles that deliver information, entertainment, and connectivity services to occupants.

## **Key Market Drivers**

The rapid adoption of connected car technologies and 5G connectivity is fundamentally reshaping the market by enabling high-speed data transfer essential for modern digital cockpits. This connectivity supports features such as real-time navigation, multimedia streaming, and over-the-air updates, which automakers increasingly prioritize to maintain vehicle relevance post-purchase. The integration of these communication standards allows manufacturers to transform vehicles into connected hubs, necessitating robust infotainment architectures that manage complex data streams while delivering an immersive user experience.

## **Key Market Challenges**

Persistent semiconductor supply chain disruptions present a critical obstacle to the growth of the global automotive infotainment systems market. Modern infotainment platforms rely heavily on advanced integrated circuits to power high-definition displays, process real-time telematics, and facilitate seamless connectivity. When the availability of these essential electronic components is constrained, manufacturers encounter severe production bottlenecks. This dependency creates a vulnerability where shortages force automakers to either delay vehicle assembly or ship units without standard infotainment features, directly restricting revenue realization and slowing the adoption of next-generation digital interfaces.

### **Key Market Trends**

The expansion of in-car gaming and high-fidelity video streaming is transforming vehicles into immersive third living spaces, particularly to capitalize on dwell time during electric vehicle charging. Automakers are increasingly collaborating with cloud gaming platforms to integrate console-quality entertainment directly into the infotainment stack, often utilizing passengers' smartphones as controllers to eliminate the need for dedicated hardware. This shift moves beyond simple navigation displays, positioning the digital cockpit as a central hub for social interaction and content consumption.

### **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

Aptiv PLC

## **Report Scope:**

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

Automotive Infotainment Systems Market, By Vehicle Type:

Passenger Cars

Commercial Vehicles

Automotive Infotainment Systems Market, By Application:

Navigation

Media

Communication

Payment Services

Telematics

Automotive Infotainment Systems Market, By Distribution Channel:

OEM and Aftermarket

Automotive Infotainment Systems 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 Automotive Infotainment Systems Market.

### **Available Customizations:**

Global Automotive Infotainment Systems 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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