

Automotive Infotainment Systems Global Market Segmentation and Major Players Analysis and Forecast to 2020

*Automotive Infotainment Systems Market 2017
Global Trends, Market Share, Industry Size, Growth,
Opportunities and Forecast to 2020*

PUNE, INDIA, February 9, 2017
/EINPresswire.com/ -- The [Automotive Infotainment Systems](#) Market is expected to grow at a CAGR of 11.98% and grow to a market size of \$ X.XX billion by the year 2020. Automotive Infotainment Systems, which were previously factory fitted only in luxury and business segment cars, have become increasingly popular even in the entry-level segment vehicles. These systems have the highest penetration in the North American market, where most new cars come fitted with these systems on board. In the emerging markets though, the aftermarket suppliers enjoy a good share of the market, as to keep prices down, car manufacturers usually offer such systems on their premium models.

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The Infotainment systems in cars now feature entertainment, connectivity as well as location services which have made them vital piece of hardware for cars. The prices of the latest systems have also come down in recent times, which have made them more affordable and increased their penetration in the market. The technology is rapidly changing, which ensures that the growth rate even in the saturated markets will be strong. Highest rate of growth in the forecast period will be seen in the Asia Pacific region, as higher number of vehicles will feature these systems. The share of aftermarket suppliers in the market will gradually reduce, as higher number of systems will come factory fitted with the cars. The sales and share of sole Audio, Navigation units will come down and comprehensive infotainment systems will register the strongest sales. Post 2020, Africa which has a very minimal penetration of such systems will overtake the Asia Pacific region and grow the fastest. This will be on the account of rising sales of Passenger cars in the African Market.

Most of the car buyers around the world have smart phones, which have sophisticated voice control systems. The car buyers now expect the same level of convenience and advanced technology from their cars. This change in thinking and the high level of comfort of car buyers with the technology will be the biggest driver of the market.

Harman International, Kenwood, Alpine is some of the important players in the Automotive



Infotainment Systems Market. The market has been segmented by Type (Audio Unit, Display Unit, Navigation systems, comprehensive systems, others), by geography (North America, South America, Europe, Africa, Middle East and Asia Pacific).

What the report offers

Market analysis Automotive Infotainment Systems Market specific assessments and competition analysis on global and regional scales

Market definition along with the identification of key drivers and restraints

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale

Extensively researched competitive landscape section with profiles of major companies along with their market shares

Identification and analysis of the macro and micro factors that affect the Automotive Infotainment Systems Market on both global and regional scales

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market

Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped

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Contact US:
NORAH TRENT
Partner Relations & Marketing Manager
sales@wiseguyreports.com
Ph: +1-646-845-9349 (US)
Ph: +44 208 133 9349 (UK)

Norah Trent
wiseguyreports
+1 646 845 9349 / +44 208 133 9349
[email us here](#)

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