

# Automotive Infotainment Market - Top Trends, Drivers, Market Size, Market Share, Major Vendors & Growth Forecast 2023

*The global automotive infotainment market size is expected to reach more than \$22 billion by 2023, growing at a CAGR of over 5% 2017–2023.*

CHICAGO, IL, UNITED STATES, April 3, 2018 /EINPresswire.com/ -- According to Arizton's recent report the global [automotive infotainment](#) market is driven by the growing demand for advanced cockpit electronics that offer seamless exchange of information between automotive systems. The introduction of low-cost navigation and communication units will transform the global automotive industry during the forecast period. The market research report provides in-depth market analysis and segmental analysis of the global market by product, vehicle type, and geography.



This market research report on automotive infotainment market offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by product (audio-only, display audio, and embedded infotainment - navigation), by vehicle type (economy cars, luxury cars, and mid-priced cars), and by geography (APAC, Europe, Latin America, North America, and MEA).



Automotive Infotainment Market in APAC to Worth \$7 Billion by 2023”

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## Automotive Infotainment Market - Overview

The advancement of automobile audio systems resulted in the advent of the infotainment systems or in-vehicle infotainment (IVI) systems. These systems were designed to address the needs of both entertainment and information for the driver and the passengers, thereby, promoting the growth of the global automotive infotainment market. The leading vendors are leveraging advanced technology to introduce sophisticated IVI systems that offer embedded video playing and additional functions such as parking assist, navigation, traffic assistance, control functions, and internet connectivity. The integration of smartphones and multimedia in these systems will enable key companies to occupy a larger market size. The adoption of smart systems that enable a host of multiple applications such as

navigation, telematics, and tracking systems will revolutionize the global market.

The growing trend of integrating digital design solutions will encourage the prominent players to launch innovative technological systems in the global market. The development of and launch of advanced interactive entertainment systems will intensify the level of the competition in the global market. The global automotive infotainment market is expected to generate revenues of more than \$22 billion by 2023 and is expected to grow at a CAGR of over 5% during the forecast period.

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Embedded infotainment systems are the fastest growing segment of the automotive infotainment market during forecast period

The global automotive infotainment market by products is segmented into audio-only, display audio, and embedded infotainment - navigation. Embedded infotainment systems occupied more than half of the total market share in 2017 and are expected to grow at a CAGR of approximately 8% during the forecast period. The increasing availability of ready-to-use IP and customization solutions is augmenting the growth of this market segment in the global market. The vendors are offering consumers the ability to customize the information on the display unit and systems with superior graphics to gain a larger market share and attract new end-users. The rising penetration of high-end systems in the luxury car segment in Europe and North America will encourage companies to launch innovative systems in these market during the forecast period.

Increased adoption of advanced systems in mid-priced cars to boost sales in the automotive infotainment market during forecast period

The vehicle type segment in the global automotive infotainment market is categorized into economy cars, luxury cars, and mid-priced cars. The mid-priced cars segment dominated the total market share in 2017 and is projected to grow at a CAGR of over 3% during the forecast period. The increase in per capita income disposable income worldwide and especially in the emerging countries in APAC is driving the demand for mid-priced cars in the global market. The growing demand for sophisticated systems is encouraging vendors to invest in technology to fulfill the dynamic consumer demands. The declining price trends for LCD and TFT will enable leading players to incorporate cost-effective systems in the mid-priced and economy car segment. The introduction of innovative systems equipped with navigation and communication units will revolutionize the global market.

APAC to dominate the market share in the automotive infotainment market during forecast period

The automotive infotainment market by geography is divided into APAC, Europe, Latin America, North



America, and MEA. APAC dominated to total market share in 2017 and is expected to grow at a CAGR of more than 5% during the forecast period. Countries such as China, Japan, South Korea, and India are the leading automotive producers in the APAC market. Rapid urbanization and changing quality of lifestyle are the primary factors driving the growth of these systems market in the APAC region. China accounts for the major market share in the APAC region. Additionally, the government initiatives to promote safety systems in the automotive industry in the region will boost the demand for these systems in the APAC market during the forecast period.

### Key Countries Profiled

The key countries profiled in the report are:

China  
Japan  
South Korea  
Germany  
US  
Brazil

### Key Vendor Analysis

The global automotive infotainment market is currently witnessing intense competition, and the top vendors occupy 50% of the total market share. The leading international players are offering advanced systems with high functionality and design to sustain the intense competition in the market. The prominent players are focusing on innovation in terms quality, technology, and price to attract new consumers and retain the old end-users. The large international companies are setting facilities in emerging countries such China, South Korea, Japan, and Taiwan to cater to growing demand in the region and expand their distribution channels.

The major vendors in the global market are:

Alps Electric  
Clarion  
Continental AG  
Denso  
HARMAN International (Samsung)  
Panasonic Corporation  
Pioneer

Other prominent vendors include Aisin, Aptiv, Desay, Flex, Ford, Garmin, Kyocera Corporation, LG Electronics, Magneti Marelli, Mitsubishi Electric, Mobis, Bosch, Tom-Tom, Valeo, and Visteon Corporation.

View full report details: <https://www.arizton.com/market-reports/automotive-infotainment-market>

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