

Embedded In Vehicle Infotainment Market to See Strong Growth Momentum forecast for Next 5 Years | General, Microsoft

A New business Strategy report released by HTF MI with title *Global Embedded In-Vehicle Infotainment Market Study Forecast till 2028*

PUNE, MAHARASHTRA, INDIA, October 18, 2023 /EINPresswire.com/ -- The [Global Embedded In Vehicle Infotainment Market](#) study with 132+ market data Tables, Pie charts & Figures is now released by HTF MI. The research assessment of the Market is designed to analyse futuristic trends, growth factors, industry opinions, and industry-validated market facts to forecast till 2029. The market Study is segmented by key a region that is accelerating the marketization.



Embedded In Vehicle Infotainment market

This section also provides the scope of different segments and applications that can potentially

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HTF MI integrates History, Trends, and Forecasts to identify the highest value opportunities, cope with the most critical business challenges and transform the businesses.”

Craig Francis

influence the market in the future. The detailed information is based on current trends and historic milestones. Some of the players studied are Infineon Technologies AG (Germany), Embitel Technologies (India), STMicroelectronics (Switzerland), Texas Instruments (United States), Garmin (United States), Green Hills Software (United States), ICT group (Netherlands), Capgemini (France), Ford (United States), General Motors (United States), Volkswagen (Germany), Apple (United States), Google (United States), Microsoft (United States), Visteon Corporation (United States), HARMAN International

(United States), Panasonic Corporation (Japan), Alps Alpine Co Ltd (Japan), Robert Bosch GmbH (Germany), Continental AG (Germany), Mitsubishi Electric Corporation (Japan), Delphi Technologies (United Kingdom), JVC KENWOOD Corporation (Japan), ECARX (China).

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The Global Embedded In Vehicle Infotainment Market was valued at USD 4,483.81 Million in 2023 and is expected to reach USD 5,396.81 Million by 2029, growing at a CAGR of 3.48% during 2023-2029.

Definition:

Embedded In Vehicle Infotainment (IVI), often abbreviated as "IVI system," refers to the integrated multimedia and information technology systems installed within vehicles, such as cars, trucks, and other automobiles, to provide entertainment, connectivity, navigation, and various information services to both drivers and passengers. IVI systems have become a standard feature in modern vehicles, offering a wide range of functions and services that enhance the driving experience.

Market Trends:

The integration of voice assistants like Amazon's Alexa, Google Assistant, and Apple's Siri was on the rise. This allowed drivers to interact with their IVI systems using natural language voice commands, improving safety and convenience.

Market Drivers:

The term "driver" can also refer to the person operating the vehicle, whether it's the driver of the vehicle or a passenger. IVI systems are designed to provide services, entertainment, and information to the people inside the vehicle. Drivers can interact with IVI systems using touchscreens, physical controls, voice commands, and other methods to access features like navigation, media playback, phone calls, and vehicle information.

Market Opportunities:

IVI systems can be leveraged to enhance driver and passenger safety. For example, they can integrate features like voice recognition, adaptive cruise control, lane-keeping assistance, and collision warning systems, making driving safer and reducing the likelihood of accidents.

Market Challenges:

IVI systems often rely on smartphone integration for apps and services. Ensuring compatibility with various mobile operating systems, device versions, and app updates can be challenging.

Market Restraints: Drivers and passengers need to learn how to use IVI systems, which may not always be intuitive. The time required for users to become familiar with the system can be a restraint, especially for older or less tech-savvy individuals.

Target Audience:

New Entrants/Investors
Analysts and Strategic Business Planners
New Entrants and Investors
Car Manufacturer
Car Suppliers
Semiconductor and software industry players
Automotive industry player
Government Bodies
Others

Global Embedded In Vehicle Infotainment Market Competitive Analysis

Know your current market situation! Not just new products but ongoing products are also essential to analyse due to ever-changing market dynamics. The study allows marketers to understand consumer trends and segment analysis where they can face a rapid market share drop. Figure out who really the competition is in the marketplace, get to know market share analysis, market position, % Market Share, and segmented revenue.

Players Included in Research Coverage: Infineon Technologies AG (Germany), Embitel Technologies (India), STMicroelectronics (Switzerland), Texas Instruments (United States), Garmin (United States), Green Hills Software (United States), ICT group (Netherlands), Capgemini (France), Ford (United States), General Motors (United States), Volkswagen (Germany), Apple (United States), Google (United States), Microsoft (United States), Visteon Corporation (United States), HARMAN International (United States), Panasonic Corporation (Japan), Alps Alpine Co Ltd (Japan), Robert Bosch GmbH (Germany), Continental AG (Germany), Mitsubishi Electric Corporation (Japan), Delphi Technologies (United Kingdom), JVC KENWOOD Corporation (Japan), ECARX (China)

Additionally, Past Global Embedded In Vehicle Infotainment Market data breakdown, Market Entropy to understand development activity and Patent Analysis*, Competitors Swot Analysis, Product Specifications, and Peer Group Analysis including financial metrics are covered.

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Segmentation and Targeting

Essential demographic, geographic, psychographic, and behavioural information about business segments in the Embedded In Vehicle Infotainment market is targeted to aid in determining the features the company should encompass in order to fit into the business's requirements. For the Consumer-based market - the study is also classified with Market Maker information in order to

understand better who the clients are, their buying behaviour, and patterns.

Embedded In Vehicle Infotainment Product Types In-Depth: Passenger Car, LCV, HCV

Embedded In Vehicle Infotainment Major Applications/End users: Entertainment Services, Navigation Services, E-Call Services, Vehicle Diagnostics, Services

Embedded In Vehicle Infotainment Major Geographical First Level Segmentation:

- APAC (Japan, China, South Korea, Australia, India, and the Rest of APAC; the Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)
- Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)
- North America (U.S., Canada, and Mexico)
- South America (Brazil, Chile, Argentina, Rest of South America)
- MEA (Saudi Arabia, UAE, South Africa)

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Research Objectives:

- Focuses on the key manufacturers, to define, pronounce and examine the value, sales volume, market share, market competition landscape, SWOT analysis, and development plans in the next few years.
- To share comprehensive information about the key factors influencing the growth of the market (opportunities, drivers, growth potential, industry-specific challenges and risks).
- To analyse the with respect to individual future prospects, growth trends and their involvement to the total market.
- To analyse reasonable developments such as agreements, expansions new product launches, and acquisitions in the market.
- To deliberately profile the key players and systematically examine their growth strategies.

FIVE FORCES & PESTLE ANALYSIS:

In order to better understand market conditions five forces analysis is conducted that includes the Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

- Political (Political policy and stability as well as trade, fiscal, and taxation policies)
- Economical (Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates)
- Social (Changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles)
- Technological (Changes in digital or mobile technology, automation, research, and

development)

- Legal (Employment legislation, consumer law, health, and safety, international as well as trade regulation and restrictions)
- Environmental (Climate, recycling procedures, carbon footprint, waste disposal, and sustainability)

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HTF Market Intelligence is a leading market research company providing end-to-end syndicated and custom market reports, consulting services, and insightful information across the globe. HTF MI integrates History, Trends, and Forecasts to identify the highest value opportunities, cope with the most critical business challenges and transform the businesses. Analysts at HTF MI focuses on comprehending the unique needs of each client to deliver insights that are most suited to his particular requirements.

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