

Driving Digital Evolution: In-Car Infotainment Market Size to Hit USD 37.53 Billion by 2028 at 7.5% CAGR

Increase in adoption of cloud technology and surge in growth of the smartphone industry drive the global in-car infotainment market.

OREGON, DE, UNITED STATES, March 5, 2025 /EINPresswire.com/ -- Rise in adoption of cloud technology and rapid growth of the smartphone industry have boosted the growth of the global in-car infotainment market. However, high cost of advanced technologies and lack of uninterrupted & seamless connectivity hinder the market growth.

On the contrary, increase in demand for rear-seat entertainment, personalized solutions as per the need, and surge in adoption of connected cars are expected to open lucrative opportunities for the market players in the future.

As per the report published by Allied Market Research, the [global in-car infotainment market size](#) was pegged at 21.41 billion by 2020, and is expected to reach \$37.53 billion by 2028, growing at a CAGR of 7.5% from 2021 to 2028.

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The factors such as rise in demand for smartphone integration in in-car infotainment systems is also reinforcing the adoption of in-car infotainment systems. Hence, companies have introduced advanced in-car infotainment systems compatible with all smartphones. Android auto and apple car play allows the user to connect smart phones to the in-car infotainment systems. Furthermore, growing trend of connected cars and increasing adoption of cloud technology is also foreseen to boost the in-car infotainment demand during the forecast period.

The rise in demand for smartphones boosts the growth in demand for smartphone integration in in-car infotainment systems. Hence, companies have introduced advanced in-car infotainment



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