Automotive Audio, Infotainment & Navigation Systems - 2016 Edition

Description:
Synopsis
This study is dedicated to analysis of the global market for automotive audio, infotainment and navigation systems, including audio-only systems, front seat infotainment, rear seat entertainment, embedded navigation systems and embedded communications modules. Base year is 2015 with forecasts provided to 2022.

*** New for 2016 edition: inclusion of analysis of OE and aftermarket trends for smartphone integration (such as Apple CarPlay, Google Android Auto and MirrorLink) ***

Product Coverage
- Audio-only Systems
- Front Seat Infotainment
- Rear Seat Entertainment
- Embedded Navigation Systems
- Embedded Communications Modules
- Amplifiers
- Autochangers

Geographic Coverage
- North America
- Europe
- Japan
- China
- South Korea
- India
- Russia
- Brazil
- Rest of the World

Key Features
- Coverage of audio-only systems, front seat infotainment, rear seat entertainment, embedded navigation systems and embedded communications modules. Coverage also of autochangers and amplifiers.
- Analysis of market trends for each system in nine geographic regions: North America, Europe, Japan, China, South Korea, India, Russia, Brazil and Rest of the World.
- Analysis of unit shipments, average pricing and revenues for each system, in each region. Base year is 2015, with forecasts to 2022.
- Supplier market share estimates in 2015 for audio-only systems, front seat infotainment, rear seat entertainment and embedded navigation systems. Separate analysis provided for OE and aftermarket shipments.
- Analysis of automotive source unit connectivity, covering OE and aftermarket trends for smartphone integration (such as Apple CarPlay, Google Android Auto and MirrorLink) and integrated Bluetooth.
- Analysis of media format trends, covering CD, DVD, hard disc drive and flash memory storage.
- Highly quantitative analysis, with discussion summarized in short, easy to read bullet points.
- PDF and Excel delivery options available.

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Key Point Conclusions

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