Global In-Vehicle Infotainment Industry Report, 2016

Description:
Global In-Vehicle Infotainment Industry Report, 2016 provides the following:

1. Status quo of China's Automobile Market
2. Technological Development and Trends of Infotainment Industry
3. Global and Chinese In-Vehicle Infotainment Market Size and Forecast
4. Infotainment Supply Chain of Major Global OEMs
5. Competitive Landscape of Chinese Infotainment Companies
6. Global and Chinese Infotainment Companies

Infotainment is defined as head units with navigation in this report. In 2015, the global Infotainment market size approximated USD20.9 billion. In 2016, as the yen appreciated and the euro remained stable, the proportion of connected cars soared, especially in China where the market size rose significantly. It is expected that in 2016 the global Infotainment market size would reach USD22.9 billion, an increase of 9.6%.

The Infotainment market may also grow at a rate of roughly 9.6% in 2017, which is based on the following reasons: Infotainment will become more complicated, and its functions will be further developed. Moreover, most Infotainment will support both CarPlay and Android Auto, and at the same time, the percentage of Embedded LTE Telematics, especially in North America, will further increase.

The yen's sharp appreciation in 2016 had a great impact on the companies whose manufacturing bases are located in Japan, such as Alpine, Pioneer, Panasonic, and Fujitsu. By contrast, that was beneficial to those that had set up their bases outside Japan. For instance, AisinAW, Denso, and Clarion saw a big rise in revenue. Bosch also scored good results, particularly in GM's supply system. Besides, the supply percentage increased further, especially from Volkswagen.

Bosch's rise led to a decrease in Continental's market share. Continental's supply percentage in Europe's second-tier markets like PSA increased, but with most being low medium-end products. Ford expanded the proportion of Flextronics' OEM production, with some 40% of its Infotainment entrusted to Flextronics.

As Infotainment software become increasingly complicated, particularly OTA, a large amount of Infotainment software and hardware will be in the charge of brand carmakers. The advantages of EMS OEM will become more noticeable, and more Infotainment may be manufactured by EMS in the future.

As Chinese carmakers are seizing the SUV market, Chinese Infotainment companies including Roadrover, Soling, Coagent, ADAYO and China TSP have also sprung up.

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