
Description: Traditionally, competition in the automotive sector was limited to the performance characteristics such as acceleration, and horsepower of vehicles. However, the market is currently experiencing a gradual shift in the focus of consumers and OEMs towards in-vehicle technology and features.

In today's era, connectivity is an important aspect in day to day life. The end-users require vehicles which are also required to be connected to globe. Vehicles are nowadays coming up as center for entertainment and information since the time spent in an automobile is increasing. Infotainment system is made-up of information and entertainment. In-Vehicle Infotainment represents different types of electronic devices which are concerned with a vehicle's delivery of information and entertainment content to its end user. This system includes services such as navigation, premium audio, telematics, fuel efficiency, and safety and connectivity solutions.

The vehicle infotainment market has witnessed a growth with connectivity and telematics options as well as low-cost navigation solutions embedded into car dashboards on the rise. The term infotainment was defined in terms of the categories of sound (radio, CD player, USB stick, etc.), the navigation unit (software and hardware), the display (different sizes LCD screen, touch screen) and connectivity (mobile phone connection, voice control, traffic reports, vehicle-to-vehicle communication).

This report identifies the global In-Car Infotainment market size in for the year 2014-2016, and forecast of the same for year 2021. It also highlights the potential growth opportunities in the coming years, while also reviewing the market drivers, restraints, growth indicators, challenges, market dynamics, competitive landscape and other key aspects with respect to global In-Car Infotainment market.

Geographically increasing need for connectivity in North America is driving the market for In-Car Infotainment. Increasing purchase power in developing countries of Asia Pacific is estimated to drive the growth in this region. Asia-Pacific is estimated to witness the highest growth during the forecast period and North America is estimated to hold the highest share in in-car infotainment market.

This report segments global In-Car Infotainment market on the basis of type, technology, vehicle type, market and regional market as follows:

Global In-Car Infotainment Market, by Type: Navigation Systems, T-DAB, S-DAB, Rear Seat Entertainment
Global In-Car Infotainment Market, by Technology: Integrated Telematics, Embedded Telematics and Tethered Telematics
Global In-Car Infotainment Market, by Market: OE and Aftermarket
Global In-Car Infotainment Market, by Vehicle Type: Passenger Car, LCV and HCV

This report has been further segmented into major regions, which includes detailed analysis of each region such as: North America, Europe, Asia-Pacific (APAC) and Rest of the World (RoW) covering all the major country level markets in each of the region.

This report identifies all the major companies operating in the global In-Car Infotainment market. Some of the major companies' profiles in detail are as follows:

- Continental
- Denso
- Harman
- Panasonic
- Pioneer

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