Growth Opportunities in the Global Automotive Infotainment Market

Description: The future of the global automotive infotainment market looks promising with opportunities in the passenger car and commercial vehicle. The global automotive infotainment market is expected to reach an estimated $56.7 billion by 2021. The global automotive infotainment market is forecast to grow at a CAGR of 8.4% from 2016 to 2021. The major drivers of growth for this market are increase in the vehicle production, increasing awareness among consumers towards connected car offerings, and growing government concern on driver’s safety and security.

Emerging trends, which have a direct impact on the dynamics of the industry, include the development of navigation system with holographic technology, development of pupil based driver monitoring system, development of bamboo plant opal loudspeaker, and development of portable audio system with active noise canceling technology.

A total of 123 figures / charts and 48 tables are provided in this 188-page report to help in your business decisions.

The study includes a forecast for the growth opportunities in the global automotive infotainment market by product type, end user, vehicle type and region, as follows:

By product type ($ billion from 2010 to 2021)
- Navigation
- Audio
- Instrument Cluster
- Connectivity
- Display
- Accessories
- Software Platforms and Telematics

By vehicle type ($ billion from 2010 to 2021)
- Passenger Car
- Light Commercial Vehicle (LCV)
- Heavy Commercial vehicle (HCV)

By End User ($ billion from 2010 to 2021)
- OEM
- Aftermarket

By region ($ billion from 2010 to 2021)
- North America
- Europe
- Asia Pacific
- Rest of the World

Panasonic Corporation, Harman International Industries Ltd., Continental AG, Pioneer Corporation, and Alpine Electronics Inc. are the major infotainment suppliers in the global automotive infotainment market. Several of these companies are seeking mergers and acquisitions as strategic initiatives to drive growth.

On the basis of its comprehensive research, the author forecasts that the navigation and connectivity segments are expected to show above average growth during the forecast period.

Within the global automotive infotainment market, the display segment is expected to remain the largest market. Availability of credit, increasing purchasing power of people in developing nations, and easy financing options are expected to drive vehicle sales, which would spur growth for this segment over the
Asia Pacific is expected to remain the largest region due to high vehicle production, improvement in the economic conditions and increasing investments by industry players within the APAC region.

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