

## **Automotive Infotainment Global Market Outlook, Research, Trends and Forecast to 2022**

*WiseGuyReports.Com Publish a New Market Research Report On - "Automotive Infotainment Global Market Outlook, Research, Trends and Forecast to 2022".*

WiseGuyReports.Com Publish a New Market Research Report On - "Automotive Infotainment Global Market Outlook, Research, Trends and Forecast to 2022". Pune, India - April 21, 2017 /MarketersMedia/ -- The analysts forecast the global automotive infotainment market to grow at a CAGR of 13.24% during the period 2016-2020.

Infotainment is an amalgamation of information and entertainment. In-car entertainment has evolved over the years. Conventional vehicle entertainment systems included radio, cassettes, and CDs. However, infotainment systems came into picture owing to the advances in technology and growing demand for personalized entertainment, navigation, and in-vehicle connectivity. Infotainment systems are a combination of software and hardware devices installed in automobiles that provide audio, video, and other contents. These systems are embedded with in-vehicle navigation devices, Internet and Wi-Fi-connectivity, AV systems, display screens, and telematics systems.

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Covered in this report

The report covers the present scenario and the growth prospects of the global automotive infotainment market for 2016-2020. To calculate the market size, the report considers the unit sales of automotive infotainment systems across all regions.

The market is divided into the following segments based on geography:

- o Americas
- o APAC
- o EMEA

The report, Global Automotive Infotainment Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- o Alpine Electronics
- o Continental
- o Harman International
- o Panasonic
- o Pioneer

Other prominent vendors

- o Airbiquity
- o Aisin Seiki
- o Bosch
- o Clarion
- o Fujitsu-Ten
- o Garmin
- o JVCKENWOOD

o Visteon

Market driver

o Rising demand for infotainment systems in mass production of vehicles

o For a full, detailed list, view our report

Market challenge

o Different product lifecycles for smartphones and embedded infotainment systems

o For a full, detailed list, view our report

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Market trend

o Data analytics in infotainment systems

o For a full, detailed list, view our report

Key questions answered in this report

o What will the market size be in 2020 and what will the growth rate be?

o What are the key market trends?

o What is driving this market?

o What are the challenges to market growth?

o Who are the key vendors in this market space?

o What are the market opportunities and threats faced by the key vendors?

o What are the strengths and weaknesses of the key vendors?

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o Increased support for open-source and standard platforms for application development

o Provision for smartphone integration with IVI systems

o Rising demand for infotainment systems in mass production of vehicles

o Integration of infotainment with other systems

PART 09: Market challenges

o Different product lifecycles for smartphones and embedded infotainment systems

o Design complexity

o Distraction for drivers

o Growing concerns about data security

o Difficulty in content prioritization

Continued.....

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