

Summary

Global Automotive Navigation Systems Market Information Report: Information by Device Type (In-Dash, Portable and Mobile Navigation System), by Vehicle Type (passenger Car and Commercial Vehicle), by Propulsion (ICE and Electric Vehicle), by Sales Channel (OEM and Aftermarket) and by Region (North America, Asia Pacific, Europe and RoW) - Forecast to 2025

Automotive Navigation Systems Market Dynamics

With the development of the e-commerce sector, the e-commerce companies are burdened with tasks that involve delivering these products in time to the customers. As a result, a number of e-commerce companies are now joining forces with logistics providers to facilitate Business to Customer (B2C) delivery. Apart from this, logistics companies are also striving to expand their services by procuring more vehicles into services. These vehicles are basically equipped with satellite navigation systems, which helps them reach their customers on time.

A latest exhaustive analysis of the global automotive navigation system market by Market Research Future (MRFR) estimates its growth rate to be 8.85% during the forecast period (2018-2025).

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Top Companies

HERE Technologies (US), NNG Software Developing, and Commercial Llc. (Hungary), Clarion Corporation (US), Continental AG (Germany), Delphi Technologies (UK), Robert Bosch GmbH (Germany), Garmin Ltd (US), Harman International Industries, Inc. (US), Alpine Electronics, Inc., (Japan), AISIN SEIKI Co., Ltd (Japan), Pioneer Corporation (US), TomTom N.V. (US), Telenav, Inc. (US), JVC Kenwood Corporation (Japan), Denso Corporation (Japan), are the top companies molding the worldwide Automotive Navigation Systems market.

Regional Insight

North America, Europe, Asia Pacific (APAC), and the rest of the world (RoW) are the primary markets for Automotive Navigation Systems identified in the MRFR report.

In 2018, APAC held the largest share in the market, revenue-wise. The region is also predicted to record the highest CAGR during the evaluation period. Soaring demands from dependent sectors such as taxi services, logistics, and e-commerce that need the location of various addresses have benefitted the regional market in a big way. Also, mounting demand for rentals car services such as Ola and Uber has stimulated market growth in the region. The region is a source of extra interest as it consists of huge markets with high sales growth potential as well as vital automotive manufacturing hubs.

North America can note substantial growth in the years to come, on account of the rising passenger car market, especially in the United States (US) and Canada. Integration of smartphones with in-vehicle systems (IVS) stands as a chief factor that benefits the Automotive Navigation Systems market in the region. In recent years, smartphone users have increased, which accelerates the demand for smartphone/tablet-based navigation devices. The regional market growth is also the result of high consumer demand for wireless connectivity as well as mobile internet with high penetration rate of smartphones and tablets that have made connected cars highly popular. This factor prompts the

supply side companies in the automotive industry to cater to the new digital lifestyle and also integrate in-car internet connectivity solutions.

Market Segmentation

The worldwide [Automotive Navigation Systems market](#) has been studied by categorizing it into segments like device type, vehicle type, sales channel, and propulsion.

With respect to the device type, the market includes in-dash, portable, and mobile navigation system. Out of these, in-dash navigation system was found to be the leading segment in 2018, followed by portable and mobile system.

The types of vehicles that use navigation systems are passenger car and commercial vehicle. The passenger car segment recorded the highest revenue in 2018 and data experts predict it to retain its position throughout the review period.

Propulsion-wise segments in the market are internal combustion engine (ICE) and electric vehicle. The ICE segment, in 2018, held the largest share in the market and is expected to hold on to the top position even during the conjectured timeframe. But the electric vehicle segment can project the highest growth rate during the estimated period.

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MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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