Global Market Study on Automotive Cockpit Electronics Infotainment and Navigation Segment to Witness Highest Growth by 2020

The common product segments in the global automotive cockpit electronics market are: Audio and connectivity with sub-segments wireless and audio systems, infotainment and navigation with sub-segments rear-seat entertainment and navigation, and information and controls with the sub-segments EPAS, TPMS and HUD. The four geographical regions involved in the global automotive cockpit electronics market include North America, Europe, Asia Pacific, and the rest of the world. The global automotive cockpit electronics market in the EU had slowed down considerably due to the economic meltdown. Experts believe that the market should pick up steam in the near future as the economy stabilizes and grows.
The market is directly dependent on overall car sales, which have shown significant growth rates in the U.K., Spain, and Italy, as noted by the EAMA. One country from South America that has shown substantial growth rates in the global automotive cockpit electronics market is Brazil. The nation that has a 50% population under 30 years, 70% of which is economically active and has shown high levels of interest in automotives. There certainly are growth drivers in the global automotive cockpit electronics market, one of which is the increasing regulatory constraint applied for passenger safety. Europe, for instance, has made TPMS mandatory, further driving the information and controls segment.

Some of the top players that operate in the global automotive cockpit electronics market include Pioneer, Bosch, Delphi, Panasonic, Alpine, Harman, Visteon, Denso, and Continental.

Preview Analysis

The global automotive cockpit electronics market is largely conducted through aftermarket and original equipment manufacturing contracts. A large part of the global automotive cockpit electronics
market comprises luxury goods that are focused on improving the driving experience by making it more safe, comfortable and enjoyable. The market is also concerned with electronics that improve the safety of the driver and passengers in the vehicle. To produce a suitable balance between safety, comfort, and entertainment, the global automotive cockpit electronics market provides solutions that offer optimal design, display systems, ergonomics, and the overall feel of the cockpit.


The global automotive cockpit electronics market is currently growing at a CAGR of 12.0% from 2014 to 2020. The market’s previous worth was US$31.1 billion in 2013. Experts believe that the CAGR should hold, placing the market’s net worth at US$61.5 billion before the end of 2020. A senior analyst, who worked on the report, said, “The overall demand for automotive electronics is rapidly changing. Systems are evolving from analog to digital forms. The infotainment and navigation segments have received the largest boosts from this, making them the fastest growing segments in the global automotive cockpit electronics market till 2020.”
The CES 2015 was dominated by automotive electronics, especially features such as self-driving tech and advanced integrated dashboard electronics. Delphi, for instance, has planned to conduct a driver-less cross-country trip to test their prototype in March 2015. They are also working on technology that will allow a user to control the dashboard with simple hand gestures. Visteon also recently unveiled their new thermal management solutions system at the 2015 Seoul Motor Show.

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