A new report on this exciting and dynamic market that is experiencing strong growth

The report is based on a series of in-depth interviews with vehicle manufacturers, system suppliers and semiconductor companies. It analyses and forecasts the Chinese market by head unit/system in terms of fitment rates, unit shipments, average selling price and revenues. Both OEM market and aftermarket are covered in this report. The market statistics uses 2012 as a base year and present forecasts from 2013 to 2020. The report also provides a qualitative overview of the production scale as well as the imports and exports for these systems in China. Market share estimates for major head unit types in 2012 are provided as well.

### The OEM Market for Head Units

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This report has a total of 81 pages and 34 forecast tables, covering detailed analysis and forecasts for the Chinese market of audio, audio/video, navigation, embedded telematics, stand-alone telematics and rear seat infotainment systems.

### Key Issues Addressed

- How big will the Chinese market for in-car audio, infotainment & driver information systems be in terms of revenue and units shipped in 2013? How will these change up to 2020?
- What are the fitment rates for audio, audio/video, navigation and embedded telematics systems in China now? What’s the future trend for each type of system?
- What were the market shares for major suppliers of in-car audio, audio/video, navigation systems in China in 2012? Who are the main Chinese domestic suppliers to this market?
- What’s the production scale for these systems in China? How many systems are imported and exported every year?
- How will features like mechless head units, rear seat infotainment systems, storage media change in the future?
- How big is the aftermarket for in-car infotainment systems in China now? Is it going to increase or shrink by 2020?

### Applicable To

- Vehicle Manufacturers
- System Suppliers
- Component Providers
- Semiconductor Companies
- Software Companies
- App Developers
- Service Providers

### Actuals and Forecast

**Base Year and Forecast**
- 2012 Base Year
- 8-year annual forecast (2013 - 2020)

**Measures**
- Fitment Rates
- Unit Shipments
- ASP (Average Sales Price)
- Revenues
- Imports
- Exports
- Production Volume
- Market Share

**Market Type**
- OEM
- Aftermarket

**Products Covered**
- Audio
- Audio/Video
- Navigation
- Embedded Telematics
- Stand-alone Telematics
- Rear Seat Infotainment

**Storage Media**
- CD
- DVD
- HDD
- Flash/SD Card Slot
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Further Information
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