

SAR Insight & Consulting

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The pace of innovation within the automotive industry is contributing to the competitive growth of premium audio system solutions.

The demand for in-car audio systems and brands is driving the growth of new AI features and speaker configurations, aligned with shifts in innovative vehicle design according to SAR Insight & Consulting

The latest report from [SAR Insight & Consulting](#) —*In-Car Audio Distribution: The Connection Between Audio and Vehicle Brands*—highlights the significant rise and transformation of in-car audio systems and speakers exceeding the expectations of the connected consumer.

The report signals the significant role the in-car audio systems have with drivers and passengers; the pace of innovation within the automotive industry is contributing to the competitive growth of premium audio system solutions.

SAR estimates that there will be over 16 million premium audio systems shipped globally by 2025. These vehicles will be equipped with the latest car-audio technologies including 3D immersive audio, noise cancellation solutions, speakerless systems, voice assistant platforms, OLED displays, digital dashboards, and embedded operating systems supported through cellular wireless connectivity.

“To ensure the vehicle has good acoustic systems, new and dynamic speaker configurations are being proposed, taking into account the number of speakers, and their positioning to deliver a powerful personalized audio experience to meet the needs of the vehicle occupants,” Dennis Goldenson, Director of Artificial Intelligence and Machine Learning at SAR Insight & Consulting, said.

“We continue to see an increased investment in strategic partnerships between automotive OEMs, tier one suppliers and audio technology leaders, collaborating to incorporate advanced audio sound and speaker systems into new vehicles, reinvigorating the in-car audio experience.”

According to SAR, leading audio technology vendors such as Bang & Olufsen, Bose, Bowers & Wilkins, Burmester, Clarion, Harman, Meridian, Panasonic, Sony and many others are contributing and competing to ensure audio systems exceed expectations of ‘connected’ vehicle drivers.

The growth in demand for branded in-car audio systems delivering connected content with optimized sound quality follows a similar trajectory to the growth in demand for in-home audio systems. These audio systems are now creating sizable value-add to the end consumer with more customized content and information than ever before.

“There are various opportunities to tap into the in-car audio market, and it is invigorating to see how the automotive industry is embracing audio technology to drive increased revenue across the expanding ecosystem,” Dennis said.

The latest report from SAR Insight & Consulting breaks the market down into the latest technology indicators, market forecasts, highlights the key players contributing to the automotive audio market and partnerships forged.