This Freedonia study is an update to part of Freedonia study #2927 Automotive Aftermarket in North America (August 2012). It presents historical demand data (2006, 2011, 2016) and forecasts for 2021 by country (US, Canada, Mexico) for products (automotive entertainment; electronic controls, modules & sensors, security systems) and performers – professional (garages & service stations, specialists, automobile dealerships, other) and consumer/DIY. The study also evaluates company market share and analyzes industry players such as Alpine Electronics, Bosch, Delphi Automotive, Denso, GM, JVC Kenwood, Pioneer Electronics, and VOXX International.