

In-Car Entertainment in Indonesia

Market Direction | 2022-07-27 | 20 pages | Euromonitor

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Report description:

In 2022, more car manufacturers have been collaborating with the leading manufacturers of in-car entertainment to provide pre-installed audio systems for their cars. These players are aiming to boost the image of their cars by providing higher quality audio and video systems in the cars. For example, Toyota has introduced built-in Pioneer audio systems for many of its cars, while it has also produced a new built-in GPS system for its new Toyota Alphard range. Also, many new cars nowadays already...

Euromonitor International's In-Car Entertainment in Indonesia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: In-Car Navigation, In-Car Speakers, In-Dash Media Players.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the In-Car Entertainment market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Pre-installed products threaten sales of in-car entertainment

Limited development seen in in-car speakers and in-dash media players as economic pressures take their toll

Pioneer retains a healthy lead despite growing competition from cheaper Chinese brands

PROSPECTS AND OPPORTUNITIES

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Players will need to market and distinguish the unique benefits of their products to keep consumers engaged

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