

In-Car Entertainment in Egypt

Market Direction | 2022-08-08 | 18 pages | Euromonitor

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Report description:

In-dash media players and in-car speakers showed a negative sales performance in 2021 as sales of new cars witnessed a tremendous double-digit volume growth. Purchases of in-dash media players and in-car speakers are mainly driven by ownership of old or pre-used cars that consumers want to upgrade. However, the inflation and currency devaluation of 2022 hit the first-hand cars industry again, transferring sales back to the second-hand market. This is having a positive impact on volume sales of i...

Euromonitor International's In-Car Entertainment in Egypt 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.

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IN-CAR ENTERTAINMENT IN EGYPT

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Revival of second-hand car sales boosts demand for in-dash media players but has limited impact on in-car speakers

In-car navigation systems continue to lose more market share

Consolidated category with consumers continuing to prefer known brands

PROSPECTS AND OPPORTUNITIES

Demand for in-car entertainment will continue to be supported by in-dash media players despite lingering financial concerns

In-car navigation set to increasingly be replaced by smartphone apps

E-commerce continues to gather pace thanks to convenience and rising number of smaller players distributing online

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