

In-Car Entertainment in Turkey

Market Direction | 2022-08-08 | 20 pages | Euromonitor

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Report description:

Though in persistent decline, in-car entertainment's downward slide in terms of volume sales in 2022 is somewhat slower than in 2021 thanks to increasing numbers of consumers returning to work and using their cars. Nonetheless, in-car entertainment overall and throughout continues to suffer severely from expanding and evolving alternatives, most notably smartphones. Sales in in-car entertainment sales have been following a declining trend for the past decade and this has been further accelerated...

Euromonitor International's In-Car Entertainment in Turkey 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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Smartphones severely hamper growth with in-car navigation suffering most

Pioneer retains overall lead, with Roadstar in second place

E-commerce is leading distribution channel thanks to waning interest from store-based retailers

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New car ownership to drive sales down

Economic situation further hinders growth through higher average unit prices

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