

In-Car Entertainment in the Philippines

Market Direction | 2022-08-24 | 18 pages | Euromonitor

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Report description:

In-car navigation continues its downwards trajectory. Greater smartphone penetration and improving network and data coverage means that more people are using GPS applications such as Waze and Google Maps to guide them in their navigation. In-car navigation products are also expensive, while navigation apps are free and can be installed on consumers existing devices without the need to purchase a separate item.

Euromonitor International's In-Car Entertainment in Philippines 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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IN-CAR ENTERTAINMENT IN THE PHILIPPINES

KEY DATA FINDINGS

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In-car navigation continues its decline, as consumers shift to smartphones for location services

Second-hand car sales to gain some momentum from resumption of face-to-face activities

Consumers remain discerning on types of upgrades to select, from the budget-conscious to the specialist

PROSPECTS AND OPPORTUNITIES

In-car features of newer car models to render in-car entertainment products obsolete

Niche vintage car enthusiasts will provide some small sales support, albeit to no notable degree

Reopening of certified installers and authorised dealers will help to restimulate growth

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