

In-Car Entertainment in Romania

Market Direction | 2022-09-05 | 20 pages | Euromonitor

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Report description:

Despite the resumption of travel in 2022, demand for in-car entertainment continues to decline. Developments in the automobile industry in Romania offer little room for development of in-car entertainment. Most new automobiles come with in-car entertainment devices integrated as standard or as optional built-in extras, thus diminishing the need for new purchases. In addition, improvements to the country's road infrastructure encourage more Romanians to purchase new cars.

Euromonitor International's In-Car Entertainment in Romania 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 ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in smartphones, new car models with integrated devices and delayed purchases of new and used cars negate the need for in-car entertainment

Soaring inflation places a downward pressure on sales of in-car entertainment devices

Growing product awareness and knowledge increase demand for good quality branded devices although private label also develops and is popular among lower socioeconomic groups

PROSPECTS AND OPPORTUNITIES

Purchases of new cars as well as tax initiatives to discourage purchases of imported cars and boost the national industry diminish category sales

Rising demand for in-car speakers as consumers unable to afford to purchase a new car upgrade their in-car sound systems

New product developments focus on connectivity diminishing demand for in-car navigation over the forecast period

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