

## **In-Car Entertainment in France**

Market Direction | 2022-10-10 | 19 pages | Euromonitor

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### **Report description:**

In-car entertainment is in a long-term decline, which was compounded during the era of the pandemic lockdowns, and which has not rebounded since the mobility restrictions lifted. One key driver for this downwards trend is the fact that many consumers now prefer to use smartphone navigation apps rather than in-car navigation devices, even when the latter come pre-installed in new vehicles. This is due to the ubiquitous nature of smartphones, which are increasingly used for multiple functions, thu...

Euromonitor International's In-Car Entertainment in France 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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## Table of Contents:

In-Car Entertainment in France  
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### List Of Contents And Tables

#### IN-CAR ENTERTAINMENT IN FRANCE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Downwards trend continues, in line with rising ubiquity of smartphones

TomTom and Pioneer remain the most notable brands, thanks to their subcategory specialities

Specialist auto and audio specialists remain the main retailers

##### PROSPECTS AND OPPORTUNITIES

Further declines expected, due to cannibalisation from smartphones and higher-quality in-car entertainment in new cars

Declining investment, electric cars, and sustainability concerns add further compounded challenges

Category set to consolidate among the biggest names due to other players ceasing to invest

##### CATEGORY DATA

Table 1 Sales of In-Car Entertainment by Category: Volume 2017-2022

Table 2 Sales of In-Car Entertainment by Category: Value 2017-2022

Table 3 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022

Table 4 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022

Table 6 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022

Table 7 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022

Table 8 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027

Table 9 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027

Table 10 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

#### CONSUMER ELECTRONICS IN FRANCE

##### EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

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