

In-Car Entertainment in China

Market Direction | 2023-01-09 | 19 pages | Euromonitor

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Report description:

With advances in technology, the improvement of industrial policies, and consumers' increasing demand for in-car entertainment equipment, the penetration of pre-installed in-car entertainment has grown, therefore threatening overall aftermarket sales. For example, the volume size of in-car navigation in 2022 is expected to be less than 20% of what it was five years ago. As connectivity and smartness are key themes for the automotive industry, especially for new energy vehicles, in-car electronic...

Euromonitor International's In-Car Entertainment in China 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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