

## **In-Car Entertainment in Argentina**

Market Direction | 2023-07-28 | 20 pages | Euromonitor

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### **Report description:**

2023 saw in-car navigation record yet another double-digit drop in volume sales as category sales declined further towards vanishing point. The use of dedicated devices designed especially for GPS navigation while driving is now extremely rare in Argentina, with such devices practically non-existent in cars throughout the country by the end of the review period. For these reasons, the use of in-car navigation was not particularly affected by the restrictions that were placed on the movement of t...

Euromonitor International's In-Car Entertainment in Argentina 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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July 2023

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Double-digit declines in in-car navigation as consumers migrate to mobile phones

In-dash media players remains the biggest and most competitive category

Bomber cements its category leadership, relegating Pioneer to perpetual second place

##### PROSPECTS AND OPPORTUNITIES

Motorists shifting to other means of transportation set to undermine category growth

High level of informality in distribution of in-dash media players and in-car speakers

In-car navigation set to continue diminishing towards vanishing point

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