

In-Car Entertainment in Chile

Market Direction | 2023-07-25 | 16 pages | Euromonitor

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Report description:

The historical decrease in volume sales caused by the advance of technology and the popularisation of smartphones as an entertainment centre is expected to continue to hit in-car entertainment in Chile in 2023. Nevertheless, high inflation is set to drive a positive trend across the board in current value terms. The return of the automotive industry to regular patterns of behaviour is also set to prevent a stronger retail volume decline, as new car sales hit a record volume in 2022, according to...

Euromonitor International's In-Car Entertainment in Chile 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 CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline continues, although value sales maintain growth
Smartphone apps continue to drive down sales within in-car navigation
Cheaper brands remain popular in all categories

PROSPECTS AND OPPORTUNITIES

Volume decline set to continue due to pre-installed devices in new cars
Premiumisation trend expected, despite volume decline
Lower prices set to continue the shift to retail e-commerce

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