

## **In-Car Entertainment in Malaysia**

Market Direction | 2023-07-25 | 19 pages | Euromonitor

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### **Report description:**

Retail sales of in-car entertainment saw an accelerated decline in both volume and constant value terms in 2023, in spite of rising levels of new car ownership. In the case of the latter, tax incentives were a key contributor to this trend, as consumers took advantage of the extension of sales tax exemption for new car purchases (100% on locally assembled vehicles and 50% on imported ones) until March 2023, as the government sought to boost demand.

Euromonitor International's In-Car Entertainment in Malaysia 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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Smart mobile navigation app Waze hinders demand for in-car navigation

Pioneer and Kenwood strengthen their leadership in in-car speakers and in-dash media players, respectively

##### PROSPECTS AND OPPORTUNITIES

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