

In-Car Entertainment in Poland

Market Direction | 2023-07-26 | 18 pages | Euromonitor

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Report description:

Further decline in both the new and second-hand cars market has impacted demand for in-car entertainment products in Poland in 2023. A shortage of essential parts and components affected sales of new cars in the year, resulting in strong demand for and thereby low availability of second-hand cars, which increased prices and made second-hand cars unaffordable to many consumers. The second-hand market is typically key for the sales of in-car entertainment.

Euromonitor International's In-Car Entertainment in Poland 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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