

## **In-Car Entertainment in South Korea**

Market Direction | 2023-07-27 | 20 pages | Euromonitor

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### **Report description:**

Aftermarket sales of in-car navigation systems are set to continue to see significant declines in retail volume and current value terms in 2023, as these products are being replaced by high-tech built-in navigation systems, as well as smartphones. As car makers aim to appeal to younger consumers, they focus on attractive selling points such as in-car entertainment. For example, in 2023, Hyundai and Kia motor companies launched a new built-in navigation software update to enable passengers to wat...

Euromonitor International's In-Car Entertainment in South Korea 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.

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Euromonitor International

July 2023

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Built-in systems and smartphones replace in-car entertainment aftermarket sales

"Connected car" accelerates the development of built-in infotainment, negatively impacting aftermarket sales

LG Display introduces an "invisible" speaker, bringing about evolution of in-car speaker design, which will negatively impact in-car speakers

#### PROSPECTS AND OPPORTUNITIES

In-car entertainment volume sales to constantly decline, replaced by built-in technology and smartphones

Aftermarket platforms will put less focus on in-car entertainment and more on exterior tuning

Launch of 5G connected car data plans may accelerate innovation for built-in car entertainment, negatively impacting aftermarket sales

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