

**In-Car Entertainment in the Philippines**

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

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**Report description:**

There is a declining interest in in-car navigation in the Philippines as newer cars are now generally already equipped with built-in navigation systems, resulting in less demand for in-car navigation. Furthermore, greater smartphone penetration and improving network and data coverage means that more people are using GPS applications such as Waze and Google Maps to guide them in their navigation. In-car navigation products are also expensive, while navigation apps are free and can be installed on...

Euromonitor International's In-Car Entertainment in Philippines 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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In-car navigation continues to decline due to competition from built-in systems and smartphones

In-car speakers and in-dash media players continue to gain momentum from a low base

Pioneer leads the way with wide portfolio of products to suit different budgets

##### PROSPECTS AND OPPORTUNITIES

Newer cars will drive further decline for in-car entertainment

Car repair stores will remain the go-to place for purchase

Little change expected in the competitive landscape due to lack of growth potential

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