

In-Car Entertainment in the US

Market Direction | 2023-07-25 | 22 pages | Euromonitor

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Report description:

2023 witnessed a remarkable recovery in new car sales in the US, a trend which defied lingering economic uncertainty fuelled by concerns over soaring inflation and the spectre of interest rate hikes. Over the first five months of the year, demand for new cars surged in key markets across the US and while this trend can be viewed as generally positive, it presented an unfavourable scenario for sales of in-car entertainment.

Euromonitor International's In-Car Entertainment in USA 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 declines as factory-fitted car entertainment systems suffice

Smartphones continue to contribute to declines in use of in-car navigation

Individual car usage drops among millennials due to preference for cycling

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Number of driving licenses drops among younger adults, sending a clear signal

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