

## **In-Car Entertainment in Portugal**

Market Direction | 2023-08-02 | 18 pages | Euromonitor

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### **Report description:**

In-car entertainment continued to lose traction in 2023. With the vast majority of new vehicles sold in the country already equipped with embedded in-car infotainment systems, fewer local consumers turned to aftermarket products. Furthermore, manufacturers are losing interest in in-car entertainment, undermining investment in both new product development and marketing. For example, Garmin (Garmin Portugal Equipamentos de Navegacao e Comunicacao Lda) is now the only serious rival to TomTom (Mobin...

Euromonitor International's In-Car Entertainment in Portugal 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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In-car navigation suffers from popularity of smartphone applications

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