

## **In-Car Entertainment in Romania**

Market Direction | 2023-08-18 | 19 pages | Euromonitor

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### **Report description:**

In 2022, the Romanian car market increased by 7% in volume terms, but this was mostly due to purchases of new vehicles, with sales of second-hand cars falling by 20%. This had a negative effect on the performance of in-car entertainment, which registered another year of decline in retail volume terms. Most new cars sold in Romania already have all the necessary in-car entertainment and consumers very rarely want to make any upgrades or replacements. A similar pattern has continued into 2023 with...

Euromonitor International's In-Car Entertainment in Romania 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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## Table of Contents:

In-Car Entertainment in Romania  
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List Of Contents And Tables

### IN-CAR ENTERTAINMENT IN ROMANIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of in-car entertainment decline as sales of second-hand cars go down

In-car navigation becoming obsolete while speakers retain some appeal among enthusiasts

Ongoing premiumisation seen despite falling sales

#### PROSPECTS AND OPPORTUNITIES

Negative prospects for in-car entertainment, but Navigps and Edotec offer a small shed of light

In-car speakers still has growth potential

Online sales expected to grow thanks to attractive offers and promotions

#### CATEGORY DATA

Table 1 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 2 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 3 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 4 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 6 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 7 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 8 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 9 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 10 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

### CONSUMER ELECTRONICS IN ROMANIA

#### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

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Table 22 □ Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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