

In-Car Entertainment in South Africa

Market Direction | 2023-08-09 | 17 pages | Euromonitor

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Report description:

The emergence of products with multiple functions across the consumer electronics industry continued to have a negative impact on in-car entertainment in South Africa in 2023. In-car navigation, for example, is increasingly affected by the fact that most local consumers now use their smartphones instead of standalone sat-nav systems. Many South African drivers use popular apps, such as Google Maps and Waze, which allow them to access information about their travel routes, including the location...

Euromonitor International's In-Car Entertainment in South Africa 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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Table of Contents:

In-Car Entertainment in South Africa

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List Of Contents And Tables

IN-CAR ENTERTAINMENT IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Technological advancements threaten growth for in-car navigation products

Challenging economic conditions influencing consumer product choice

Category remains dominated by the known key players

PROSPECTS AND OPPORTUNITIES

Technological advancements will continue to hamper growth

Competition to remain largely restricted to well-known brands, although Asian players will make gains

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 SOUTH AFRICA

EXECUTIVE SUMMARY

Innovation remains key driver of growth

Electricity load-shedding receives mixed reactions in consumer electronics market

Online retail sales continue grow across South Africa

Smart devices grow in popularity across many categories

Health and wellness trend to have positive impact on demand for many consumer electronic products

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

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

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