

In-Car Entertainment in Greece

Market Direction | 2024-07-25 | 16 pages | Euromonitor

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Report description:

The strong rebound in new car ownership in Greece has supported sales of in-car entertainment in 2023. In 2024, volume growth slowed markedly as the cost-of-living crisis urged many consumers to become more conservative with their spending. This affected car sales growth and therefore also sales of in-car entertainment. The shortage of new and used cars in 2021 contributed to the strong sales decline during both 2021 and 2022.

Euromonitor International's In-Car Entertainment in Greece 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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