

In-Car Entertainment in Hungary

Market Direction | 2024-07-25 | 17 pages | Euromonitor

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Report description:

In Hungary, demand for in-car entertainment products continues to decline in 2024. Consumers are accustomed to the standard electronic equipment available in cars and have limited need for upgrades. In addition, there is a strong tendency towards the use of smartphones or tablets for entertainment purposes when travelling in the car, which also negatively impacts on volume sales of in-car entertainment. Current value sales held ground in 2024 due to price inflation, as consumers continue to feel...

Euromonitor International's In-Car Entertainment in Hungary 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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