

In-Car Entertainment in Poland

Market Direction | 2024-07-25 | 18 pages | Euromonitor

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Report description:

Volume sales for in-car entertainment are expected to fall in Poland in 2024, particularly for in-car navigation. There is growing obsolescence in in-car navigation, as new cars come equipped with integrated in-car entertainment, reducing the need for separate purchases. In addition, consumers increasingly use smartphones and tablets as substitutes for traditional in-car entertainment systems and also use smartphone apps for in-car navigation. In-car speakers also face competition from portable...

Euromonitor International's In-Car Entertainment in Poland 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 Poland

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List Of Contents And Tables

IN-CAR ENTERTAINMENT IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing obsolescence dampens volume sales

Lack of innovation drives down growth

Car showrooms main distributor for in-car entertainment

PROSPECTS AND OPPORTUNITIES

Further volume decline

Focus on other transport options further drives down volume sales

Smartphones continue to threaten

CATEGORY DATA

Table 1 Sales of In-Car Entertainment by Category: Volume 2019-2024

Table 2 Sales of In-Car Entertainment by Category: Value 2019-2024

Table 3 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024

Table 4 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024

Table 6 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024

Table 7 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024

Table 8 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029

Table 9 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029

Table 10 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

CONSUMER ELECTRONICS IN POLAND

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

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Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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