

## **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.

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