

In-Car Entertainment in Ukraine

Market Direction | 2024-07-25 | 19 pages | Euromonitor

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Report description:

In 2024, in-car entertainment saw a decline in both current value and volume terms. Factors such as the Russian invasion of Ukraine and reduced purchasing power may have restrained consumer spending on in-car entertainment. Moreover, the target audience of subcategories such as in-car speakers is increasingly limited to car owners who want to upgrade to higher quality models to enhance their listening experience when they travel by car. Therefore, demand tends to be limited to mid- to upper-income...

Euromonitor International's In-Car Entertainment in Ukraine 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2024

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