

In-Car Entertainment in Taiwan

Market Direction | 2024-08-16 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Car sales witnessed significant increases in the retail category in Taiwan in 2024, due to the resolution of chip insufficiency issues. However, in-car entertainment struggled to gain traction in 2024 and continued registering a decline in both volume and current value terms, primarily due to the superior functionality provided by smartphones. Taiwanese consumers local consumers have been less inclined to purchase in-car electronics, given the deeper penetration of smartphones and the affordable...

Euromonitor International's In-Car Entertainment in Taiwan 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

In-Car Entertainment in Taiwan
Euromonitor International
August 2024

List Of Contents And Tables

IN-CAR ENTERTAINMENT IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car entertainment remains compromised due to deeper penetration of smartphones and declines in car sales in 2024

Car workshops remain the most significant retailing channel for in-car entertainment

Laws governing use of electronic devices in Taiwan reduce consumer reliance on in-car entertainment devices

PROSPECTS AND OPPORTUNITIES

Garmin is set to retain its leading advantage over Papago

Manufacturers will turn their focus towards other categories in response to shrinking sales of in-care entertainment

Local official subsidies help boost momentum for in-car entertainment

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 TAIWAN

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

In-Car Entertainment in Taiwan

Market Direction | 2024-08-16 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User Licence (1 Site)	€1990.00
	Multiple User Licence (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com