

## **In-Car Entertainment in Brazil**

Market Direction | 2024-10-10 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

In-car entertainment in Brazil has been facing a slow and steady decline in retail volume sales in recent years, with this trend set to continue in 2024. In particular, in-car navigation has been seeing consistent double-digit declines in retail volume sales, which is expected to continue in 2024, with sales severely affected by the rise of smartphones with navigation apps, as well as pre-installed systems. In-car navigation devices, which were once considered vital for drivers, are now consider...

Euromonitor International's In-Car Entertainment in Brazil 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

In-Car Entertainment in Brazil  
Euromonitor International  
October 2024

List Of Contents And Tables

IN-CAR ENTERTAINMENT IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car entertainment struggles with technological redundancy and consumer shifts

Minimal innovation as sales contract

Pioneer maintains its lead, as the competitive environment remains fairly static

PROSPECTS AND OPPORTUNITIES

Consumers are seeking budget-friendly alternatives in a shrinking category

Innovation lags, but sustainability could offer a lifeline

In-car entertainment faces decline, but niche opportunities remain

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 BRAZIL

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 Brazil

Market Direction | 2024-10-10 | 20 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 License (1 Site)	€1990.00
	Multiple User License (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="2025-06-26"/>
		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