

In-Car Entertainment in India

Market Direction | 2025-02-19 | 19 pages | Euromonitor

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Report description:

In 2024, in-car entertainment in India is set to see another year of double-digit retail volume decline, with sales falling across all categories. First, as many cars now come equipped with built-in entertainment and navigation systems, most consumers prefer to use the systems installed by the dealership. This may be due to a preference for a built-in system, or a desire to ensure the authenticity of branded products. Second, in India, sales of smartphones are set to reach around 150 million for...

Euromonitor International's In-Car Entertainment in India 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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Euromonitor International
February 2025

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Leading player Pioneer changes its model in India

Pioneer will continue to develop new products

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The penetration of 5G and pre-installed interconnected devices also set to have a negative impact on the aftermarket business

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