



# In-Car Entertainment in Brazil

October 2024

Table of Contents

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 - Industry Overview

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
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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