



# In-Car Entertainment in Canada

July 2024

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## In-Car Entertainment in Canada - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand is muted by a decline in car usage and high car prices

Built-in infotainment systems in electric vehicles (EVs) reduces the need for aftermarket sales

Smartphone replacement of in-car navigation lowers the demand for legacy products

#### PROSPECTS AND OPPORTUNITIES

Further decline in retail volume sales as in-car entertainment evolves into a niche supported by car enthusiasts and audiophiles

Retail e-commerce to remain the key distribution channel due to convenience and broad assortments

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