

In-Car Entertainment in the United Kingdom

July 2024

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In-Car Entertainment in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weakest performer, in-dash media players, faces competition from other products Overall decline is less steep compared to pandemic years Limited availability in retailers as many products are considered obsolete

PROSPECTS AND OPPORTUNITIES

Negligible market size for in-car speakers and in-dash media players Specialised sat nav options can bring value to a category rapidly declining in volume terms

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