

In-Car Entertainment in Malaysia

July 2024

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In-Car Entertainment in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New cars with built-in devices hurt aftermarket sales

Rising take up of EVs and Waze provides further blows to category sales

The landscape remains competitive in a declining category

PROSPECTS AND OPPORTUNITIES

E-commerce on the rise but physical stores dominate distribution

Local tourism tax and ride-hailing services offer bright spots but music streaming services increase redundancy fears Smartphones and pre-installed systems to continue to see a move away from aftermarket in-car entertainment

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