



# In-Car Entertainment in Malaysia

July 2024

Table of Contents

## 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

#### 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 Malaysia - 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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