



In-Car Entertainment in China

July 2024

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In-Car Entertainment in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for aftermarket in-car entertainment continues to fall
Increasing competition and rising unit prices for in-dash media players and in-car speakers
In-car navigation on a constant declining trend

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Targeting owners of older second-hand cars for retrofitting could offer opportunities
In-car entertainment manufacturers will aim to update and specialise their products for aftermarket sales

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