

In-Car Entertainment in Greece

July 2024

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In-Car Entertainment in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New car ownership heavily linked to sales In-car speakers and in-dash media players drive sales growth In-car navigation is still subject to deep decline

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Weak purchasing power will remain prevalent in short term In-car speakers is more resilient to competition from smartphones Category sales to remain largely dependent on car ownership

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