

In-Car Entertainment in Australia

July 2024

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In-Car Entertainment in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car navigation continues to face strong competition from smartphones Rise in new car sales reduces attractiveness of aftermarket for in-car entertainment Cars have become an entertainment ecosystem

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Players need new strategies to stay relevant in declining category Combination of entertainment and safety can support demand Consumers increasingly demand seamless installation for visual appeal

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