



In-Car Entertainment in Hong Kong, China

August 2024

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In-Car Entertainment in Hong Kong, China - Category analysis

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2024 DEVELOPMENTS

Lack of aftersales demand continues to hinder category's performance

Consumers unwilling to buy separate in-car entertainment systems

Major brands continue to lead, as luxury vehicle owners seek entertainment systems most suitable for their cars

PROSPECTS AND OPPORTUNITIES

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New Wi-Fi and 5G connectivity offer further competition

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