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# In-Car Entertainment in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Built-in systems replace in-car entertainment aftermarket sales
- Growing competition from smartphone apps
- Players diversify into other vehicle peripherals, while also improving in-built navigation systems

PROSPECTS AND OPPORTUNITIES

- Demand for in-car entertainment will continue to decline, in light of competition from built-in technology and smartphones
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/in-car-entertainment-in-south-korea/report](http://www.euromonitor.com/in-car-entertainment-in-south-korea/report).