



# In-Car Entertainment in Singapore

July 2024

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## In-Car Entertainment in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

In-car entertainment is increasingly a category of the past  
Smartphones continue to cannibalise sales within in-car entertainment  
Decline offset by a niche group of enthusiasts with specific requirements

#### PROSPECTS AND OPPORTUNITIES

Younger consumers' lack of interest in owning a car set to negatively impact sales  
Brands are moving away from in-car entertainment due to declining demand  
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