



In-Car Entertainment in Italy

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Low levels of consumer investment in cars means low in-car entertainment sales
Cars remain essential to rural consumers, but this does not translate into in-car sales due to unreliable connectivity
TomTom and Pioneer maintain their leading places

PROSPECTS AND OPPORTUNITIES

Used cars create an opportunity for in-car entertainment sales, but “green” variants pose a challenge
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