



# In-Car Entertainment in Vietnam

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low car sales hinder in-car entertainment’s growth in Vietnam  
Drivers prefer larger models and touchscreen capabilities for in-dash media players  
Influenced by social media, consumers expect more from in-car navigation

PROSPECTS AND OPPORTUNITIES

Increasing number of electric car owners expect improved in-car entertainment  
Smart in-car entertainment systems set to offer consumers more than just entertainment  
E-commerce and car showroom are important distribution channels

CATEGORY DATA

- Table 1 - Sales of In-Car Entertainment by Category: Volume 2019-2024
- Table 2 - Sales of In-Car Entertainment by Category: Value 2019-2024
- Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
- Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
- Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
- Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
- Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
- Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

Consumer Electronics in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/in-car-entertainment-in-vietnam/report](http://www.euromonitor.com/in-car-entertainment-in-vietnam/report).