



# In-Car Entertainment in Spain

July 2024

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## In-Car Entertainment in Spain - Category analysis

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#### 2024 DEVELOPMENTS

Steady decline in demand for in-car entertainment devices

Competitive landscape remains fairly stable, with Tom Tom showing particular resilience, while non-grocery retailers lead distribution

Strong second-hand car market boosts demand for aftermarket navigation systems

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Shifting consumer transport preferences will undermine demand

Smartphones will continue to impact on in-car entertainment

In-dash media players will see most significant downturn in demand

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