



In-Car Entertainment in Nigeria

July 2024

Table of Contents

In-Car Entertainment in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in in-car navigation due to multifunctional devices
Impact of rising costs on in-car speaker sales
Established brands lose market share to cheaper alternatives

PROSPECTS AND OPPORTUNITIES

In-dash media players: A beacon in a declining market
Rising used car sales to boost in-car entertainment demand
Continued decline of in-car navigation systems

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 Nigeria - 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-nigeria/report.