

# In-Car Entertainment in South Africa

August 2023

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## In-Car Entertainment in South Africa - Category analysis

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#### 2023 DEVELOPMENTS

Technological advancements threaten growth for in-car navigation products

Challenging economic conditions influencing consumer product choice

Category remains dominated by the known key players

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Technological advancements will continue to hamper growth

Competition to remain largely restricted to well-known brands, although Asian players will make gains

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Innovation remains key driver of growth

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Online retail sales continue grow across South Africa

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Health and wellness trend to have positive impact on demand for many consumer electronic products

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