

In-Car Entertainment in Hong Kong, China

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car entertainment remains in a structural decline, due to rising competition and cannibalisation from multifunctional devices
Major brands continue to lead, as luxury vehicle owners seek out entertainment systems to match their cars

PROSPECTS AND OPPORTUNITIES

Increased use of electric vehicles may lead to a shift in in-car entertainment trends
High-end “connected vehicles” create an enhanced driving experience for consumers who can afford them

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Consumer Electronics in Hong Kong, China - Industry Overview

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