

# In-Car Entertainment in Indonesia

July 2023

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# In-Car Entertainment in Indonesia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Pre-Installed audio systems negatively impact in-car entertainment in 2023 Economic challenges restrain growth for in-car speakers and in-dash media players Pioneer holds its ground

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Built-in features to continue to undermine the relevance of aftermarket in-car entertainment Players will focus on emphasising product uniqueness Smartphones will continue to prove rising threat to in-car entertainment sales

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