



Euromonitor
International

In-Car Entertainment in Argentina

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

All categories record a decline as substitutes and economic pressures impact sales
Movilson leads in-car entertainment despite rising competition from Garmin and low-cost Imports
Retail e-commerce increases its share within in-car entertainment

PROSPECTS AND OPPORTUNITIES

In-car entertainment is set for continued decline amid the rise of portable substitutes
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Consumer Electronics in Argentina - Industry Overview

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