

In-Car Entertainment in the United Arab Emirates

July 2023

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In-Car Entertainment in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall declines for in-car entertainment due to changing consumer preferences Rise of smartphone GPS negatively impacts demand for in-car navigation In car speakers records positive growth amid decline in overall category

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Mainstream products expected to record further declines as consumers favour innovation Advanced connectivity and innovative products expected to appeal to consumers Active noise cancellation set to take centre stage

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