



Euromonitor
International

In-Car Entertainment in Hungary

July 2025

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2025 DEVELOPMENTS

Sales remain in slump due to strong competition from other multi-use devices

Blaupunkt and Pioneer brands remain head-to-head, as JVC Kenwood benefits from its strong reputation in audio equipment

Retail e-commerce continues to grow as the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Ongoing slump expected due to cannibalisation from other devices, while in-car speakers will fare better

In-car speakers set for ongoing innovation

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