

# In-Car Entertainment in South Korea

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Built-in systems and smartphones replace in-car entertainment aftermarket sales  
“Connected car” accelerates the development of built-in infotainment, negatively impacting aftermarket sales  
LG Display introduces an “invisible” speaker, bringing about evolution of in-car speaker design, which will negatively impact in-car speakers

PROSPECTS AND OPPORTUNITIES

In-car entertainment volume sales to constantly decline, replaced by built-in technology and smartphones  
Aftermarket platforms will put less focus on in-car entertainment and more on exterior tuning  
Launch of 5G connected car data plans may accelerate innovation for built-in car entertainment, negatively impacting aftermarket sales

CATEGORY DATA

- Table 1 - Sales of In-Car Entertainment by Category: Volume 2018-2023
- Table 2 - Sales of In-Car Entertainment by Category: Value 2018-2023
- Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
- Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
- Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
- Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
- Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
- Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
- Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
- Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Consumer Electronics in South Korea - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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