



Euromonitor
International

In-Car Entertainment in Poland

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

In-car entertainment sales decline amid shifts in consumer behaviour
Pioneer Corp leads in 2025 as value-focused innovation supports its performance
Retail e-commerce records growth, offering competitive pricing and flexible return policies

PROSPECTS AND OPPORTUNITIES

Double-digit decline expected as factory-fitted systems limit growth potential
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/in-car-entertainment-in-poland/report.