

In-Car Entertainment in Colombia

July 2023

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In-Car Entertainment in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit decline in 2023 as smartphone technology improves

In-car navigation loses relevance as car manufacturers incorporate GPS into new vehicles

Pioneer Colombia SA leads a category in sharp decline

PROSPECTS AND OPPORTUNITIES

Despite technological limitations, innovative products could help relieve stagnation

Smartphones continue to threaten all three product areas, especially in-car navigation

Reliance on e-commerce will increase as physical retailers' enthusiasm continues to wane

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