

# In-Car Entertainment in Taiwan

August 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In-car entertainment continues to decline, in line with deepening penetration of smartphones, despite rise in new car sales

Car workshops remain most significant retail channel for in-car entertainment

Garmin holds unrivalled position in in-car navigation

#### PROSPECTS AND OPPORTUNITIES

Brands diversify their in-car offerings in face of fading interest

Extension of official subsidies could prove detrimental to in-car entertainment

Car workshops appeal through favourable prices and on-hand expertise, but e-commerce poses a threat to their dominance

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