



Euromonitor  
International

# In-Car Entertainment in Vietnam

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising car ownership drives growth, particularly for in-dash media players  
Between them, the two leaders cover all budgets  
Car audio specialists dominate, but more consumers turn to retail e-commerce due to convenience and added benefits

PROSPECTS AND OPPORTUNITIES

Growth anticipated as car ownership rises and affordability increases  
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Consumer Electronics in Vietnam - Industry Overview

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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-vietnam/report](http://www.euromonitor.com/in-car-entertainment-in-vietnam/report).