

# In-Car Entertainment in the US

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car entertainment declines as factory-fitted car entertainment systems suffice  
Smartphones continue to contribute to declines in use of in-car navigation  
Individual car usage drops among millennials due to preference for cycling

PROSPECTS AND OPPORTUNITIES

Car ownership to continue falling, resulting in low demand for in-car entertainment  
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Consumer Electronics in the US - Industry Overview

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