

In-Car Entertainment in Egypt

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car navigation systems almost absent in Egypt
In-dash media players and in-car speakers driven by used car sales
E-commerce enjoys moderate growth post-pandemic

PROSPECTS AND OPPORTUNITIES

Demand for in-car entertainment will continue to be supported by in-dash media players despite lingering financial concerns
Solid demand for used cars will continue to benefit in-car entertainment
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