



Euromonitor
International

In-Car Entertainment in Nigeria

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

In-car entertainment remains in a negative slump, due to being deemed as a non-essential item
Alternative, cheaper brands eat into share of established brands such as leader Sony
Retain e-commerce leads distribution for in-car entertainment

PROSPECTS AND OPPORTUNITIES

In-car entertainment expected to see improving sales, driven by in-dash media players
Innovation will drive growth through interest in new products
A balance of high quality with affordability is key to sales

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Consumer Electronics in Nigeria - Industry Overview

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DISCLAIMER

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