

In-Car Entertainment in Egypt

August 2022

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Revival of second-hand car sales boosts demand for in-dash media players but has limited impact on in-car speakers

In-car navigation systems continue to lose more market share

Consolidated category with consumers continuing to prefer known brands

PROSPECTS AND OPPORTUNITIES

Demand for in-car entertainment will continue to be supported by in-dash media players despite lingering financial concerns

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E-commerce continues to gather pace thanks to convenience and rising number of smaller players distributing online

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