

# In-Car Entertainment in Romania

September 2022

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## In-Car Entertainment in Romania - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth in smartphones, new car models with integrated devices and delayed purchases of new and used cars negate the need for in-car entertainment  
Soaring inflation places a downward pressure on sales of in-car entertainment devices  
Growing product awareness and knowledge increase demand for good quality branded devices although private label also develops and is popular among lower socioeconomic groups

#### PROSPECTS AND OPPORTUNITIES

Purchases of new cars as well as tax initiatives to discourage purchases of imported cars and boost the national industry diminish category sales  
Rising demand for in-car speakers as consumers unable to afford to purchase a new car upgrade their in-car sound systems  
New product developments focus on connectivity diminishing demand for in-car navigation over the forecast period

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