

In-Car Entertainment in Nigeria

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Abstracts

In-car entertainment is expected to register further volume decline in 2023. There are several factors leading to the decline. Imports of cars is expected fall both for new and second-hand cars, as continuing elevated inflation and also a significant devaluation of the naira leads to a significant fall in consumer purchasing power. In addition, for new cars and in particular electric cars, they often have in-built entertainment systems, and if a consumer does want to add in an extra entertainmen...

Euromonitor International's In-Car Entertainment in Nigeria report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: In-Car Navigation, In-Car Speakers, In-Dash Media Players.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the In-Car Entertainment market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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