

In-Car Entertainment in Italy

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In-car entertainment faced more than one challenge in 2017, due to various factors. On the one hand, car screens is a new terrain to conquer now that smartphones is becoming a fairly mature and crowded category. This idea has driven for example, Samsung's acquisition of Harman, in order to enter in-car navigation with the correct competence in audio technology for in-car, together with strong expertise in smartphones. On the other hand, in-car navigation suffered from severe competition from sma...

Euromonitor International's In-Car Entertainment in Italy 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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