In-Car Entertainment in Japan

Description: In-car entertainment continued to see a sharp retail volume decline at the end of the review period, with 6% decline in 2016 being slightly sharper in comparison to the review period CAGR. These products are being impacted by a number of factors. Firstly, smartphones are posing strong competition to in-car navigation and in-dash media players. In addition, new cars increasingly offer built-in in-car navigation and speakers, with these viewed as adequate by most drivers.

The In-Car Entertainment in Japan 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.

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November 2016

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