



In-Car Entertainment in Malaysia

July 2023

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2023 DEVELOPMENTS

Disappointing performance in 2023, despite rising levels of car ownership

Smart mobile navigation app Waze hinders demand for in-car navigation

Pioneer and Kenwood strengthen their leadership in in-car speakers and in-dash media players, respectively

PROSPECTS AND OPPORTUNITIES

5G will make smartphones an even more attractive alternative to in-car entertainment

Local tourism tax incentives could aid category demand, but consumers will remain price sensitive

E-commerce will continue to grow in importance

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