

# In-Car Entertainment in France

July 2024

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#### 2024 DEVELOPMENTS

In-car entertainment continues to crash due to ongoing competition from other options

TomTom and Pioneer maintain their leads due to undynamic category environment

Specialist retailers remain the primary channel for in-car entertainment sales

#### PROSPECTS AND OPPORTUNITIES

Ongoing declines expected for in-car entertainment over the forecast period

Car usage also faces certain challenges, further restriction potential sales

Brands plan new strategies due to low demand for in-car entertainment

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