

# In-Car Entertainment in Hong Kong, China

August 2023

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## In-Car Entertainment in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In-car entertainment remains in a structural decline, due to rising competition and cannibalisation from multifunctional devices  
Major brands continue to lead, as luxury vehicle owners seek out entertainment systems to match their cars

#### PROSPECTS AND OPPORTUNITIES

Increased use of electric vehicles may lead to a shift in in-car entertainment trends  
High-end "connected vehicles" create an enhanced driving experience for consumers who can afford them

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