



# In-Car Entertainment in Singapore

July 2024

Table of Contents

## In-Car Entertainment in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

In-car entertainment is increasingly a category of the past  
Smartphones continue to cannibalise sales within in-car entertainment  
Decline offset by a niche group of enthusiasts with specific requirements

#### PROSPECTS AND OPPORTUNITIES

Younger consumers' lack of interest in owning a car set to negatively impact sales  
Brands are moving away from in-car entertainment due to declining demand  
In-car speakers set to record the slowest volume decline over the forecast period

#### CATEGORY DATA

- Table 1 - Sales of In-Car Entertainment by Category: Volume 2019-2024
- Table 2 - Sales of In-Car Entertainment by Category: Value 2019-2024
- Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
- Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
- Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
- Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
- Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
- Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## Consumer Electronics in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

#### MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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