



# In-Car Entertainment in Norway

August 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In-car navigation struggles to find sales, due to rise of in-built systems and competition from smartphones

In-dash media players are seeing a similar fate, cannibalised by the rise of smartphones

Inflated unit prices place additional downwards pressure on sales

#### PROSPECTS AND OPPORTUNITIES

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Rise of electric car fleets adds further complications and challenges for an “outdated” category

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