

# In-Car Entertainment in Indonesia

July 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Pre-Installed audio systems negatively impact in-car entertainment in 2023  
Economic challenges restrain growth for in-car speakers and in-dash media players  
Pioneer holds its ground

### PROSPECTS AND OPPORTUNITIES

Built-in features to continue to undermine the relevance of aftermarket in-car entertainment  
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