

# In-Car Entertainment in Thailand

July 2024

Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

In-car navigation drives closer to obsolescence, thanks to shift towards smartphone integration

Focus on connectivity and advanced features

Electric vehicles provide a further obstacle to the development of in-car entertainment

#### PROSPECTS AND OPPORTUNITIES

Continued shift away from in-car navigation

In-car speakers and in-dash media players could gain popularity in second-hand car market

Future in-car entertainment systems will offer seamless integration and personalisation

#### 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 Thailand - 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

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/in-car-entertainment-in-thailand/report](http://www.euromonitor.com/in-car-entertainment-in-thailand/report).