

# In-Car Entertainment in Argentina

July 2023

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## In-Car Entertainment in Argentina - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Double-digit declines in in-car navigation as consumers migrate to mobile phones In-dash media players remains the biggest and most competitive category Bomber cements its category leadership, relegating Pioneer to perpetual second place

## PROSPECTS AND OPPORTUNITIES

Motorists shifting to other means of transportation set to undermine category growth High level of informality in distribution of in-dash media players and in-car speakers In-car navigation set to continue diminishing towards vanishing point

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