

In-Car Entertainment in Malaysia

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disappointing performance in 2023, despite rising levels of car ownership

Smart mobile navigation app Waze hinders demand for in-car navigation

Pioneer and Kenwood strengthen their leadership in in-car speakers and in-dash media players, respectively

PROSPECTS AND OPPORTUNITIES

5G will make smartphones an even more attractive alternative to in-car entertainment

Local tourism tax incentives could aid category demand, but consumers will remain price sensitive

E-commerce will continue to grow in importance

CATEGORY DATA

Table 1 - Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 2 - Sales of In-Car Entertainment by Category: Value 2018-2023

Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Consumer Electronics in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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