

In-Car Entertainment in South Korea

July 2023

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In-Car Entertainment in South Korea - Category analysis

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2023 DEVELOPMENTS

Built-in systems and smartphones replace in-car entertainment aftermarket sales

“Connected car” accelerates the development of built-in infotainment, negatively impacting aftermarket sales

LG Display introduces an “invisible” speaker, bringing about evolution of in-car speaker design, which will negatively impact in-car speakers

PROSPECTS AND OPPORTUNITIES

In-car entertainment volume sales to constantly decline, replaced by built-in technology and smartphones

Aftermarket platforms will put less focus on in-car entertainment and more on exterior tuning

Launch of 5G connected car data plans may accelerate innovation for built-in car entertainment, negatively impacting aftermarket sales

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