

# In-Car Entertainment in Thailand

July 2023

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In-car navigation drives closer to obsolescence, thanks to growing popularity of smartphone apps

In-dash media players focus on double-din touchscreen units

Pioneer builds on its lead

#### PROSPECTS AND OPPORTUNITIES

Continued shift away from in-car navigation and in-dash media players, although second-hand cars provide opportunities

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

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