



In-Car Entertainment in Brazil

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Structural decline reflects factory-fitted infotainment and smartphone substitution
Competitive landscape remains steady while niche value brands sustain aftermarket relevance
Specialist channels remain central as retail e-commerce captures incremental demand

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Decline is expected to continue with some impetus from ageing vehicles
Connectivity and integration shape category relevance alongside sustainability considerations
Innovation should remain incremental, focused on usability and modular enhancements

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Consumer Electronics in Brazil - Industry Overview

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DISCLAIMER

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