



**Euromonitor
International**

In-Car Entertainment in Argentina

July 2025

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In-Car Entertainment in Argentina - Category analysis

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2025 DEVELOPMENTS

All categories record a decline as substitutes and economic pressures impact sales

Movilson leads in-car entertainment despite rising competition from Garmin and low-cost Imports

Retail e-commerce increases its share within in-car entertainment

PROSPECTS AND OPPORTUNITIES

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