



Euromonitor  
International

# In-Car Entertainment in Hungary

July 2025

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#### 2025 DEVELOPMENTS

Sales remain in slump due to strong competition from other multi-use devices

Blaupunkt and Pioneer brands remain head-to-head, as JVC Kenwood benefits from its strong reputation in audio equipment

Retail e-commerce continues to grow as the leading distribution channel

#### PROSPECTS AND OPPORTUNITIES

Ongoing slump expected due to cannibalisation from other devices, while in-car speakers will fare better

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Integration of modern technologies could revive niche consumer interest

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