



In-Car Entertainment in Hong Kong, China

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Lack of demand contributes to declining category performance
- Pioneer maintains its lead in a highly consolidated arena
- Improved technology drives consumer interest

PROSPECTS AND OPPORTUNITIES

- Video streaming developments set to drive direction of travel for the category
- New Wi-Fi and 5G connectivity may intensify the competitive landscape
- Increasing use of electric vehicles may lead to a shift in in-car entertainment trends

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Consumer Electronics in Hong Kong, China - Industry Overview

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