



Euromonitor
International

In-Car Entertainment in Italy

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for in-car entertainment continues to decline due to reliance on smartphones and move away from second-hand cars

New players avoid entering in-car entertainment due to falling demand

Specialists retain lead, while e-commerce makes further gains

PROSPECTS AND OPPORTUNITIES

In-car entertainment will continue to experience declines over the forecast period

Tariffs will force players to consider new routes for in-car entertainment

New car sales to potentially hinder aftersales market

CATEGORY DATA

Table 1 - Sales of In-Car Entertainment by Category: Volume 2020-2025

Table 2 - Sales of In-Car Entertainment by Category: Value 2020-2025

Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025

Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025

Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025

Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030

Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030

Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

Consumer Electronics in Italy - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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