



In-Car Entertainment in Mexico

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales decline due to competition from built-in systems
Preference for using smartphones and tablets rather than in-car entertainment devices
Using workshops to upgrade used cars with in-car entertainment devices

PROSPECTS AND OPPORTUNITIES

Continued decline, but a move towards premium audio and AI speakers/surround sound
Personalised profiles to ensure user loyalty
Energy-efficient and sustainable systems likely to be considered

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Consumer Electronics in Mexico - Industry Overview

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