



# In-Car Entertainment in Argentina

July 2025

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## In-Car Entertainment in Argentina - Category analysis

### KEY DATA FINDINGS

#### 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

In-car entertainment is set for continued decline amid the rise of portable substitutes

Screenless dash media players may find opportunities in low-income segments

Sales of GPS devices are set to become negligible as smartphone navigation dominates

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