



# In-Car Entertainment in the Netherlands

July 2025

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#### 2025 DEVELOPMENTS

OEM integration drives a sharp decline in in-car entertainment in the Netherlands

JVC Nederland BV remains the leading player while TomTom faces challenges

Retail e-commerce remains the largest and most resilient channel for in-car entertainment

#### PROSPECTS AND OPPORTUNITIES

In-car entertainment sales are set to decline further amid shifting trends

Innovation is expected to be integrated, driving a deeper decline for in-car entertainment

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