



In-Car Entertainment in Germany

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

In-car entertainment devices are becoming obsolete due to being outperformed by other products
Competitive landscape is dominated by brands that offer additional features and better quality
In-car entertainment devices are purchased in appliances and electronics specialists, discounters, and online

PROSPECTS AND OPPORTUNITIES

Continued decline expected for in-car entertainment due to substitution
Digital product pass and "right-to-repair" developments are likely to affect in-car entertainment in the future
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Consumer Electronics in Germany - Industry Overview

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