



In-Car Entertainment in South Africa

August 2025

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2025 DEVELOPMENTS

In-car entertainment continues to decline amid technological innovation

The competitive landscape remains highly concentrated, with limited new players entering

Appliance and electronics specialists retain its lead while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

In-car entertainment is expected to record an ongoing decline across the forecast period

Navigation companies are expected to turn to innovative software to remain relevant

Personalisation and connectivity are set to shape in-car entertainment over the forecast period

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