



In-Car Entertainment in Hungary

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales remain in slump due to strong competition from other multi-use devices

Blaupunkt and Pioneer brands remain head-to-head, as JVC Kenwood benefits from its strong reputation in audio equipment

Retail e-commerce continues to grow as the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Ongoing slump expected due to cannibalisation from other devices, while in-car speakers will fare better

In-car speakers set for ongoing innovation

Integration of modern technologies could revive niche consumer interest

CATEGORY DATA

Table 1 - Sales of In-Car Entertainment by Category: Volume 2020-2025

Table 2 - Sales of In-Car Entertainment by Category: Value 2020-2025

Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025

Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025

Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025

Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030

Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030

Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

Consumer Electronics in Hungary - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/in-car-entertainment-in-hungary/report.