



In-Car Entertainment in Turkey

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales of in-car entertainment remain in a decline due to ongoing cannibalisation from smartphones

Digicom maintains leading place, with a more modest decline in volume sales due to strong brand image and product visibility

Retail e-commerce benefits from wide range of products and price comparisons, as physical stores reduce their inventory

PROSPECTS AND OPPORTUNITIES

An ongoing negative slump expected for in-car entertainment, due to continuous cannibalisation from smartphones

No major innovations expected in a category which is falling out of favour

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