



Euromonitor  
International

# In-Car Entertainment in Mexico

August 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales decline due to competition from built-in systems  
Preference for using smartphones and tablets rather than in-car entertainment devices  
Using workshops to upgrade used cars with in-car entertainment devices

#### PROSPECTS AND OPPORTUNITIES

Continued decline, but a move towards premium audio and AI speakers/surround sound  
Personalised profiles to ensure user loyalty  
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