



Euromonitor
International

In-Car Entertainment in Vietnam

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Rising car ownership drives growth, particularly for in-dash media players
- Between them, the two leaders cover all budgets
- Car audio specialists dominate, but more consumers turn to retail e-commerce due to convenience and added benefits

PROSPECTS AND OPPORTUNITIES

- Growth anticipated as car ownership rises and affordability increases
- High quality display and AI features likely to become more prevalent
- The appeal of in-car gaming for passengers could provide growth opportunities

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 Vietnam - 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

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