



Euromonitor
International

In-Car Entertainment in Thailand

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Decline across the board due to integrated systems and smartphones

Pioneer's good reputation enables distributor Rimbunan Kuasa to extend its lead

Although retail e-commerce gains share, most consumers still shop offline due to a desire for professional advice and fitting

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Dual demands of budget-friendly solutions and premium products

Adapting to consumers' evolving needs will be crucial

Consumers will value a more personalised experience

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DISCLAIMER

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