

GPS Market Forecast to 2015

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Abstracts

Global Positioning System (GPS) technology has developed its applications across various industries across the world. Moreover, the new applications areas are coming up due to its significant advantages. Some applications are simple, such as determining a position, whereas others are complex blends of GPS with communications and other technologies. Over the past years, the rapid growth in GPS commercial applications has been observed by the firms' building GPS satellites and equipments. In future, the GPS market is expected to flourish with new technological applications.

According to our research report, "GPS Market Forecast to 2015", it is projected that shipment of GPS/LBS devices will grow at a CAGR of around 15% during 2012-2015 to reach around 1015 Million Units by 2015. Besides, the global navigation satellite systems' (GNSS) technology, which is expected to be embraced by the positioning facilities through mobile phones and route guidance devices in the car, development of the GNSS market is anticipated to develop in the coming years. Even some of the countries like China, Japan, and India are focusing on deploying their own GNSS system which will further boost the GNSS market.

As per our findings, the market for smartphone-based GPS technology has established its dominance in the past few years and expected to remain the major segment boosting the growth. The growing number of smartphones, technology convergence, mobile commerce, and location-based shopping are all expected to boost the GPS market worldwide in future. Our report covers the detail analysis of GPS market in various regions comprising the drivers of GPS application growth in these areas.

GPS has become the key component in many of the location-aware smartphone applications that have become so popular in recent times. Thus, the number of subscribers of GPS-enabled location-based services (LBS) is anticipated to grow substantially in near future. Speedy enhancements and developments in digital mapping

software will present this positive outlook for the industry in future.

Besides this, there are dozens of uses of GPS today, with new applications being reported each month in academic, business, and public media. Adoption of GPS in aviation, maritime and waterways, highway and construction, public transportation, railroads, communications, emergency response (e.g., ambulance and fire), surveying, weather, scientific, space, environmental protection, recreation (e.g., sports events), law enforcement and legal services, and agriculture and forestry have created a wide opportunity to the GPS market.

Our report provides a complete overview of the GPS market worldwide. All the current trends and developments of the GPS industry have been evaluated in the report. Our study also looks into the competitive landscape and provides strengths & weakness analysis and other significant information. Overall, the report will help clients analyze the driving forces and understand the opportunities existing in this industry.

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