

# **Global GPS Positioning Watches Market Size Study & Forecast, by Product Type (GPS Heart Rate Watches, GPS Step Counting Watches, Others), by Application (Training, Racing, Hiking, Others) and by End User (Golf, Military, Navigation, Aviation, Marine Data Logging, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global GPS Positioning Watches Market is valued at approximately USD xxx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xxx % over the forecast period 2023-2030. GPS positioning watches are wearable devices equipped with Global Positioning System (GPS) technology that allows individuals to track and determine their precise location in real-time. These watches provide accurate positioning information, making them useful for navigation, fitness tracking, outdoor activities, and personal safety. The GPS Positioning Watches market is expanding because of factors such as the growing popularity of smartwatches and growing awareness about fitness and health. Moreover, GPS-enabled smartwatches provide users with real-time tracking of their location and pace, offering precise information on the progress of their workouts. Additionally, these smartwatches display a map of the workout route, making it especially useful for activities such as jogging or walking.

According to Statista in 2023, The smartwatch market is expected to experience a consistent increase in global user numbers from 2023 to 2027, reaching a total of 19.3 million. By 2027, the estimated number of users is projected to reach 229.51 million. Additionally, it is anticipated that end-user spending on wearable technology may amount to approximately USD 81.5 billion. Smartwatches provide near-real-time continuous monitoring of physical activity and physiological parameters, which has the potential to transform health care by promoting and evaluating health in daily life.

According to Statista in 2023, The digital health market's fitness/activity tracking wristwear category was predicted to have a total of 84.7 million users worldwide in between 2023 and 2027. The expected number of users may reach USD 332.84 million after the fourth straight year of growth, reaching a new peak in 2027. In addition, an increase in demand of connected devices and technological advancements in GPS Positioning Watches would create lucrative growth opportunities. However, high cost of GPS positioning watches and complexity in installation stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global GPS Positioning Watches Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is dominating the market during the forecast period owing to Increasing awareness regarding fitness, rising adoption of smart devices, and growing demand from consumers for advanced tracking features. The Asia Pacific is the fastest-growing region during the forecast period, owing to the increasing awareness of fitness and health-related activities in the region.

Major market player included in this report are:

Polar Electro Oy  
Suunto Oy  
Apple Inc.  
TomTom International BV  
Adidas AG  
Timex.Com, Inc.  
Life Actions Track Llp  
Casio Computer Co., Ltd.  
Soleus Running  
Omega SA.

Recent Developments in the Market:

In March 2023, Casio Computer Co., Ltd launched a new addition to their G-SHOCK family of shock-resistant watches, specifically within the sports-focused G-SQUAD line. The latest model, known as the GBD-H2000, offers a lighter weight and enhanced versatility to cater to various activities, ensuring a more comfortable fit for the wearer.

Global GPS Positioning Watches Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered – Product Type, Application, End-User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

GPS Heart Rate Watches

GPS Step Counting Watches

Others

By Application:

Training

Racing

Hiking

Others

By End-User:

Golf

Military

Navigation

Aviation

Marine Data Logging

Others

By Region:

## North America

U.S.

Canada

## Europe

UK

Germany

France

Spain

Italy

ROE

## Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

## Latin America

Brazil

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Saudi Arabia

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Rest of Middle East &amp; Africa

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