

Global Outdoor Sports GPS Device Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Outdoor Sports GPS Device market size will reach 96,789 Million USD in 2025 and is projected to reach 459,460 Million USD by 2032, with a CAGR of 24.92% (2025-2032). Notably, the China Outdoor Sports GPS Device market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

An Outdoor Sports GPS Device is a specialized handheld or wearable device designed to assist outdoor enthusiasts and athletes in activities like hiking, biking, running, and other outdoor sports. These devices utilize Global Positioning System (GPS) technology to provide accurate location information, track routes, monitor performance metrics like distance, speed, and elevation, and offer navigation guidance. They often come equipped with features such as topographic maps, waypoints, and real-time data displays, helping users plan and track their adventures while ensuring safety by offering location information. Outdoor sports GPS devices have become invaluable tools for outdoor enthusiasts, enabling them to explore, train, and enjoy their favorite activities with confidence and precision.

The major global manufacturers of Outdoor Sports GPS Device include Garmin, SUUNTO, Adidas, Bushnell, DeLorme, Nike, Apple, Golife, Bryton, Samsung, SONY, Magellan, Fitbit, TomTom, Polar, Global Sat, Motorola, Gerk, Tomoon, inWatch, etc. The global players competition landscape in this report is divided into three tiers. The

first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Outdoor Sports GPS Device. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Outdoor Sports GPS Device market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Outdoor Sports GPS Device market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Outdoor Sports GPS Device industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Outdoor Sports GPS Device Include:

Garmin

SUUNTO

Adidas

Bushnell

DeLorme

Nike

Apple

Golife

Bryton

Samsung

SONY

Magellan

Fitbit

TomTom

Polar

Global Sat

Motorola

Gerk

Tomoon

inWatch

Outdoor Sports GPS Device Product Segment Include:

Handheld Device

Wearable Device

Outdoor Sports GPS Device Product Application Include:

Online Sales

Offline Sales

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