

Global Birding Spotting Scope Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Birding Spotting Scope market size is expected to reach \$ 1433 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032). In 2025, global sales of birding spotting scopes reached approximately 1.49 million units, with a typical retail price of around USD 687 per unit and a typical gross profit margin of approximately 25%-40% for manufacturers and distributors. Birding spotting scopes are a type of high-magnification portable optical telescope used for birdwatching, wildlife observation, long-distance observation, and near-astronomical observation. They are typically used with a tripod for stable field of view. Common specifications include magnification zoom of 15-60x (e.g., 20-60x), objective lens diameter of 50-86 mm, and weight ranging from approximately 600 g (small-aperture portable models) to 2.5 kg (large-aperture high-end models). Upstream components include high-refractive-index optical glass, low-dispersion lenses (ED/HD glass), multi-layer coating materials, sealing and nitrogen-filling processes, composite or magnesium alloy housings and molding dies, assembly and quality control equipment. Downstream components include outdoor retailers, e-commerce channels, professional birdwatching/photography communities, military and police procurement (in small quantities), and export distributors.

The birding spotting scope market exhibited a sustained growth trend driven by three forces: expanding consumer base, upgraded product performance, and diversified usage scenarios. The continued rise in global birdwatching numbers and increased penetration in ecotourism and outdoor activities significantly boosted demand for mid-range and lightweight products. Simultaneously, high-magnification telephoto lenses are rapidly adopting features such as low-dispersion (ED/HD) glass, wide-field optical structures, phase-corrected prisms, multi-layer FMC coatings, and anti-fog nitrogen filling, rapidly pushing the performance of mainstream price ranges towards the high end. Furthermore, the development of intelligent birdwatching technologies has led to

trends in mobile phone adapters, desktop tripods, image stabilization (IS) structures, and lightweight magnesium alloy housings, driving users from traditional binoculars to dedicated spotting scopes. Migration; furthermore, the shift in retail channels from outdoor stores and optical specialty shops to e-commerce platforms has led to more concentrated brand competition. High-end brands are driving premium pricing through optical quality and durability, while mid-range brands are expanding their market share through lightweight designs and high cost-effectiveness. The stable increase in procurement demand from global protected areas, wetland parks, and nature education institutions is generating stable orders from educational and public organizations. The recovery of geotourism is also causing a resurgence in birdwatching hotspots in Europe and the Americas. Overall, the industry will iterate along the path of 'lighter, clearer, and more compatible photography' over the next 3-5 years, with a younger consumer base and the normalization of outdoor ecological activities continuing to drive medium-to-high-speed market growth.

This report studies the global Birding Spotting Scope production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Birding Spotting Scope and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Birding Spotting Scope that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Birding Spotting Scope total production and demand, 2021-2032, (K Units)

Global Birding Spotting Scope total production value, 2021-2032, (USD Million)

Global Birding Spotting Scope production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Birding Spotting Scope consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Birding Spotting Scope domestic production, consumption, key domestic manufacturers and share

Global Birding Spotting Scope production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Birding Spotting Scope production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Birding Spotting Scope production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Birding Spotting Scope market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies

covered as a part of this study include Swarovski, Leica, Zeiss, Bushnell, Nikon, Athlon, Burris, Bresser, Celestron, DD Optics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Birding Spotting Scope market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Birding Spotting Scope Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Birding Spotting Scope Market, Segmentation by Type:

Straight

Angled

Global Birding Spotting Scope Market, Segmentation by Magnification:

10x

20x

50x

Others

Global Birding Spotting Scope Market, Segmentation by Objective Lens Diameter:

50mm

60mm

86mm

Global Birding Spotting Scope Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Swarovski

Leica

Zeiss

Bushnell

Nikon

Athlon

Burris

Bresser

Celestron

DD Optics

Hawke

Kowa

Kite Optics

Leupold

Minox

Maven

Levenhuk

Sightron

Sig Sauer

Vortex

Vanguard

Key Questions Answered:

1. How big is the global Birding Spotting Scope market?
2. What is the demand of the global Birding Spotting Scope market?
3. What is the year over year growth of the global Birding Spotting Scope market?
4. What is the production and production value of the global Birding Spotting Scope market?
5. Who are the key producers in the global Birding Spotting Scope market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Birding Spotting Scope Introduction
- 1.2 World Birding Spotting Scope Supply & Forecast
 - 1.2.1 World Birding Spotting Scope Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Birding Spotting Scope Production (2021-2032)
 - 1.2.3 World Birding Spotting Scope Pricing Trends (2021-2032)
- 1.3 World Birding Spotting Scope Production by Region (Based on Production Site)
 - 1.3.1 World Birding Spotting Scope Production Value by Region (2021-2032)
 - 1.3.2 World Birding Spotting Scope Production by Region (2021-2032)
 - 1.3.3 World Birding Spotting Scope Average Price by Region (2021-2032)
 - 1.3.4 North America Birding Spotting Scope Production (2021-2032)
 - 1.3.5 Europe Birding Spotting Scope Production (2021-2032)
 - 1.3.6 China Birding Spotting Scope Production (2021-2032)
 - 1.3.7 Japan Birding Spotting Scope Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Birding Spotting Scope Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Birding Spotting Scope Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Birding Spotting Scope Demand (2021-2032)
- 2.2 World Birding Spotting Scope Consumption by Region
 - 2.2.1 World Birding Spotting Scope Consumption by Region (2021-2026)
 - 2.2.2 World Birding Spotting Scope Consumption Forecast by Region (2027-2032)
- 2.3 United States Birding Spotting Scope Consumption (2021-2032)
- 2.4 China Birding Spotting Scope Consumption (2021-2032)
- 2.5 Europe Birding Spotting Scope Consumption (2021-2032)
- 2.6 Japan Birding Spotting Scope Consumption (2021-2032)
- 2.7 South Korea Birding Spotting Scope Consumption (2021-2032)
- 2.8 ASEAN Birding Spotting Scope Consumption (2021-2032)
- 2.9 India Birding Spotting Scope Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Birding Spotting Scope Production Value by Manufacturer (2021-2026)

- 3.2 World Birding Spotting Scope Production by Manufacturer (2021-2026)
- 3.3 World Birding Spotting Scope Average Price by Manufacturer (2021-2026)
- 3.4 Birding Spotting Scope Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Birding Spotting Scope Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Birding Spotting Scope in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Birding Spotting Scope in 2025
- 3.6 Birding Spotting Scope Market: Overall Company Footprint Analysis
 - 3.6.1 Birding Spotting Scope Market: Region Footprint
 - 3.6.2 Birding Spotting Scope Market: Company Product Type Footprint
 - 3.6.3 Birding Spotting Scope Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Birding Spotting Scope Production Value Comparison
 - 4.1.1 United States VS China: Birding Spotting Scope Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Birding Spotting Scope Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Birding Spotting Scope Production Comparison
 - 4.2.1 United States VS China: Birding Spotting Scope Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Birding Spotting Scope Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Birding Spotting Scope Consumption Comparison
 - 4.3.1 United States VS China: Birding Spotting Scope Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Birding Spotting Scope Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Birding Spotting Scope Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Birding Spotting Scope Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Birding Spotting Scope Production Value (2021-2026)

4.4.3 United States Based Manufacturers Birding Spotting Scope Production (2021-2026)

4.5 China Based Birding Spotting Scope Manufacturers and Market Share

4.5.1 China Based Birding Spotting Scope Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Birding Spotting Scope Production Value (2021-2026)

4.5.3 China Based Manufacturers Birding Spotting Scope Production (2021-2026)

4.6 Rest of World Based Birding Spotting Scope Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Birding Spotting Scope Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Birding Spotting Scope Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Birding Spotting Scope Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Birding Spotting Scope Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Straight

5.2.2 Angled

5.3 Market Segment by Type

5.3.1 World Birding Spotting Scope Production by Type (2021-2032)

5.3.2 World Birding Spotting Scope Production Value by Type (2021-2032)

5.3.3 World Birding Spotting Scope Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY MAGNIFICATION

6.1 World Birding Spotting Scope Market Size Overview by Magnification: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Magnification

6.2.1 10x

6.2.2 20x

6.2.3 50x

6.2.4 Others

6.3 Market Segment by Magnification

6.3.1 World Birding Spotting Scope Production by Magnification (2021-2032)

6.3.2 World Birding Spotting Scope Production Value by Magnification (2021-2032)

6.3.3 World Birding Spotting Scope Average Price by Magnification (2021-2032)

7 MARKET ANALYSIS BY OBJECTIVE LENS DIAMETER

7.1 World Birding Spotting Scope Market Size Overview by Objective Lens Diameter: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Objective Lens Diameter

7.2.1 50mm

7.2.2 60mm

7.2.3 86mm

7.3 Market Segment by Objective Lens Diameter

7.3.1 World Birding Spotting Scope Production by Objective Lens Diameter (2021-2032)

7.3.2 World Birding Spotting Scope Production Value by Objective Lens Diameter (2021-2032)

7.3.3 World Birding Spotting Scope Average Price by Objective Lens Diameter (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Birding Spotting Scope Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Online Sales

8.2.2 Offline Sales

8.3 Market Segment by Application

8.3.1 World Birding Spotting Scope Production by Application (2021-2032)

8.3.2 World Birding Spotting Scope Production Value by Application (2021-2032)

8.3.3 World Birding Spotting Scope Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Swarovski

9.1.1 Swarovski Details

9.1.2 Swarovski Major Business

- 9.1.3 Swarovski Birding Spotting Scope Product and Services
- 9.1.4 Swarovski Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.1.5 Swarovski Recent Developments/Updates
- 9.1.6 Swarovski Competitive Strengths & Weaknesses
- 9.2 Leica
 - 9.2.1 Leica Details
 - 9.2.2 Leica Major Business
 - 9.2.3 Leica Birding Spotting Scope Product and Services
 - 9.2.4 Leica Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Leica Recent Developments/Updates
 - 9.2.6 Leica Competitive Strengths & Weaknesses
- 9.3 Zeiss
 - 9.3.1 Zeiss Details
 - 9.3.2 Zeiss Major Business
 - 9.3.3 Zeiss Birding Spotting Scope Product and Services
 - 9.3.4 Zeiss Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Zeiss Recent Developments/Updates
 - 9.3.6 Zeiss Competitive Strengths & Weaknesses
- 9.4 Bushnell
 - 9.4.1 Bushnell Details
 - 9.4.2 Bushnell Major Business
 - 9.4.3 Bushnell Birding Spotting Scope Product and Services
 - 9.4.4 Bushnell Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Bushnell Recent Developments/Updates
 - 9.4.6 Bushnell Competitive Strengths & Weaknesses
- 9.5 Nikon
 - 9.5.1 Nikon Details
 - 9.5.2 Nikon Major Business
 - 9.5.3 Nikon Birding Spotting Scope Product and Services
 - 9.5.4 Nikon Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Nikon Recent Developments/Updates
 - 9.5.6 Nikon Competitive Strengths & Weaknesses
- 9.6 Athlon
 - 9.6.1 Athlon Details

- 9.6.2 Athlon Major Business
- 9.6.3 Athlon Birding Spotting Scope Product and Services
- 9.6.4 Athlon Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 Athlon Recent Developments/Updates
- 9.6.6 Athlon Competitive Strengths & Weaknesses
- 9.7 Burris
 - 9.7.1 Burris Details
 - 9.7.2 Burris Major Business
 - 9.7.3 Burris Birding Spotting Scope Product and Services
 - 9.7.4 Burris Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Burris Recent Developments/Updates
 - 9.7.6 Burris Competitive Strengths & Weaknesses
- 9.8 Bresser
 - 9.8.1 Bresser Details
 - 9.8.2 Bresser Major Business
 - 9.8.3 Bresser Birding Spotting Scope Product and Services
 - 9.8.4 Bresser Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Bresser Recent Developments/Updates
 - 9.8.6 Bresser Competitive Strengths & Weaknesses
- 9.9 Celestron
 - 9.9.1 Celestron Details
 - 9.9.2 Celestron Major Business
 - 9.9.3 Celestron Birding Spotting Scope Product and Services
 - 9.9.4 Celestron Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Celestron Recent Developments/Updates
 - 9.9.6 Celestron Competitive Strengths & Weaknesses
- 9.10 DD Optics
 - 9.10.1 DD Optics Details
 - 9.10.2 DD Optics Major Business
 - 9.10.3 DD Optics Birding Spotting Scope Product and Services
 - 9.10.4 DD Optics Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 DD Optics Recent Developments/Updates
 - 9.10.6 DD Optics Competitive Strengths & Weaknesses
- 9.11 Hawke

- 9.11.1 Hawke Details
- 9.11.2 Hawke Major Business
- 9.11.3 Hawke Birding Spotting Scope Product and Services
- 9.11.4 Hawke Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.11.5 Hawke Recent Developments/Updates
- 9.11.6 Hawke Competitive Strengths & Weaknesses
- 9.12 Kowa
 - 9.12.1 Kowa Details
 - 9.12.2 Kowa Major Business
 - 9.12.3 Kowa Birding Spotting Scope Product and Services
 - 9.12.4 Kowa Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Kowa Recent Developments/Updates
 - 9.12.6 Kowa Competitive Strengths & Weaknesses
- 9.13 Kite Optics
 - 9.13.1 Kite Optics Details
 - 9.13.2 Kite Optics Major Business
 - 9.13.3 Kite Optics Birding Spotting Scope Product and Services
 - 9.13.4 Kite Optics Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Kite Optics Recent Developments/Updates
 - 9.13.6 Kite Optics Competitive Strengths & Weaknesses
- 9.14 Leupold
 - 9.14.1 Leupold Details
 - 9.14.2 Leupold Major Business
 - 9.14.3 Leupold Birding Spotting Scope Product and Services
 - 9.14.4 Leupold Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Leupold Recent Developments/Updates
 - 9.14.6 Leupold Competitive Strengths & Weaknesses
- 9.15 Minox
 - 9.15.1 Minox Details
 - 9.15.2 Minox Major Business
 - 9.15.3 Minox Birding Spotting Scope Product and Services
 - 9.15.4 Minox Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Minox Recent Developments/Updates
 - 9.15.6 Minox Competitive Strengths & Weaknesses

9.16 Maven

9.16.1 Maven Details

9.16.2 Maven Major Business

9.16.3 Maven Birding Spotting Scope Product and Services

9.16.4 Maven Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 Maven Recent Developments/Updates

9.16.6 Maven Competitive Strengths & Weaknesses

9.17 Levenhuk

9.17.1 Levenhuk Details

9.17.2 Levenhuk Major Business

9.17.3 Levenhuk Birding Spotting Scope Product and Services

9.17.4 Levenhuk Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.17.5 Levenhuk Recent Developments/Updates

9.17.6 Levenhuk Competitive Strengths & Weaknesses

9.18 Sightron

9.18.1 Sightron Details

9.18.2 Sightron Major Business

9.18.3 Sightron Birding Spotting Scope Product and Services

9.18.4 Sightron Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.18.5 Sightron Recent Developments/Updates

9.18.6 Sightron Competitive Strengths & Weaknesses

9.19 Sig Sauer

9.19.1 Sig Sauer Details

9.19.2 Sig Sauer Major Business

9.19.3 Sig Sauer Birding Spotting Scope Product and Services

9.19.4 Sig Sauer Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.19.5 Sig Sauer Recent Developments/Updates

9.19.6 Sig Sauer Competitive Strengths & Weaknesses

9.20 Vortex

9.20.1 Vortex Details

9.20.2 Vortex Major Business

9.20.3 Vortex Birding Spotting Scope Product and Services

9.20.4 Vortex Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.20.5 Vortex Recent Developments/Updates

9.20.6 Vortex Competitive Strengths & Weaknesses

9.21 Vanguard

9.21.1 Vanguard Details

9.21.2 Vanguard Major Business

9.21.3 Vanguard Birding Spotting Scope Product and Services

9.21.4 Vanguard Birding Spotting Scope Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.21.5 Vanguard Recent Developments/Updates

9.21.6 Vanguard Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Birding Spotting Scope Industry Chain

10.2 Birding Spotting Scope Upstream Analysis

10.2.1 Birding Spotting Scope Core Raw Materials

10.2.2 Main Manufacturers of Birding Spotting Scope Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Birding Spotting Scope Production Mode

10.6 Birding Spotting Scope Procurement Model

10.7 Birding Spotting Scope Industry Sales Model and Sales Channels

10.7.1 Birding Spotting Scope Sales Model

10.7.2 Birding Spotting Scope Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Birding Spotting Scope Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Birding Spotting Scope Production Value by Region (2021-2026) & (USD Million)

Table 3. World Birding Spotting Scope Production Value by Region (2027-2032) & (USD Million)

Table 4. World Birding Spotting Scope Production Value Market Share by Region (2021-2026)

Table 5. World Birding Spotting Scope Production Value Market Share by Region (2027-2032)

Table 6. World Birding Spotting Scope Production by Region (2021-2026) & (K Units)

Table 7. World Birding Spotting Scope Production by Region (2027-2032) & (K Units)

Table 8. World Birding Spotting Scope Production Market Share by Region (2021-2026)

Table 9. World Birding Spotting Scope Production Market Share by Region (2027-2032)

Table 10. World Birding Spotting Scope Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Birding Spotting Scope Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Birding Spotting Scope Major Market Trends

Table 13. World Birding Spotting Scope Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Birding Spotting Scope Consumption by Region (2021-2026) & (K Units)

Table 15. World Birding Spotting Scope Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Birding Spotting Scope Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Birding Spotting Scope Producers in 2025

Table 18. World Birding Spotting Scope Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Birding Spotting Scope Producers in 2025

Table 20. World Birding Spotting Scope Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Birding Spotting Scope Company Evaluation Quadrant

Table 22. World Birding Spotting Scope Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Birding Spotting Scope Production Site of Key Manufacturer

Table 24. Birding Spotting Scope Market: Company Product Type Footprint

Table 25. Birding Spotting Scope Market: Company Product Application Footprint

Table 26. Birding Spotting Scope Competitive Factors

Table 27. Birding Spotting Scope New Entrant and Capacity Expansion Plans

Table 28. Birding Spotting Scope Mergers & Acquisitions Activity

Table 29. United States VS China Birding Spotting Scope Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Birding Spotting Scope Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Birding Spotting Scope Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Birding Spotting Scope Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Birding Spotting Scope Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Birding Spotting Scope Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Birding Spotting Scope Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Birding Spotting Scope Production Market Share (2021-2026)

Table 37. China Based Birding Spotting Scope Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Birding Spotting Scope Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Birding Spotting Scope Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Birding Spotting Scope Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Birding Spotting Scope Production Market Share (2021-2026)

Table 42. Rest of World Based Birding Spotting Scope Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Birding Spotting Scope Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Birding Spotting Scope Production Value

Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Birding Spotting Scope Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Birding Spotting Scope Production Market Share (2021-2026)

Table 47. World Birding Spotting Scope Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Birding Spotting Scope Production by Type (2021-2026) & (K Units)

Table 49. World Birding Spotting Scope Production by Type (2027-2032) & (K Units)

Table 50. World Birding Spotting Scope Production Value by Type (2021-2026) & (USD Million)

Table 51. World Birding Spotting Scope Production Value by Type (2027-2032) & (USD Million)

Table 52. World Birding Spotting Scope Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Birding Spotting Scope Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Birding Spotting Scope Production Value by Magnification, (USD Million), 2021 & 2025 & 2032

Table 55. World Birding Spotting Scope Production by Magnification (2021-2026) & (K Units)

Table 56. World Birding Spotting Scope Production by Magnification (2027-2032) & (K Units)

Table 57. World Birding Spotting Scope Production Value by Magnification (2021-2026) & (USD Million)

Table 58. World Birding Spotting Scope Production Value by Magnification (2027-2032) & (USD Million)

Table 59. World Birding Spotting Scope Average Price by Magnification (2021-2026) & (US\$/Unit)

Table 60. World Birding Spotting Scope Average Price by Magnification (2027-2032) & (US\$/Unit)

Table 61. World Birding Spotting Scope Production Value by Objective Lens Diameter, (USD Million), 2021 & 2025 & 2032

Table 62. World Birding Spotting Scope Production by Objective Lens Diameter (2021-2026) & (K Units)

Table 63. World Birding Spotting Scope Production by Objective Lens Diameter (2027-2032) & (K Units)

Table 64. World Birding Spotting Scope Production Value by Objective Lens Diameter (2021-2026) & (USD Million)

Table 65. World Birding Spotting Scope Production Value by Objective Lens Diameter (2027-2032) & (USD Million)

Table 66. World Birding Spotting Scope Average Price by Objective Lens Diameter (2021-2026) & (US\$/Unit)

Table 67. World Birding Spotting Scope Average Price by Objective Lens Diameter (2027-2032) & (US\$/Unit)

Table 68. World Birding Spotting Scope Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Birding Spotting Scope Production by Application (2021-2026) & (K Units)

Table 70. World Birding Spotting Scope Production by Application (2027-2032) & (K Units)

Table 71. World Birding Spotting Scope Production Value by Application (2021-2026) & (USD Million)

Table 72. World Birding Spotting Scope Production Value by Application (2027-2032) & (USD Million)

Table 73. World Birding Spotting Scope Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Birding Spotting Scope Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Swarovski Basic Information, Manufacturing Base and Competitors

Table 76. Swarovski Major Business

Table 77. Swarovski Birding Spotting Scope Product and Services

Table 78. Swarovski Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Swarovski Recent Developments/Updates

Table 80. Swarovski Competitive Strengths & Weaknesses

Table 81. Leica Basic Information, Manufacturing Base and Competitors

Table 82. Leica Major Business

Table 83. Leica Birding Spotting Scope Product and Services

Table 84. Leica Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Leica Recent Developments/Updates

Table 86. Leica Competitive Strengths & Weaknesses

Table 87. Zeiss Basic Information, Manufacturing Base and Competitors

Table 88. Zeiss Major Business

Table 89. Zeiss Birding Spotting Scope Product and Services

Table 90. Zeiss Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 91. Zeiss Recent Developments/Updates
- Table 92. Zeiss Competitive Strengths & Weaknesses
- Table 93. Bushnell Basic Information, Manufacturing Base and Competitors
- Table 94. Bushnell Major Business
- Table 95. Bushnell Birding Spotting Scope Product and Services
- Table 96. Bushnell Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Bushnell Recent Developments/Updates
- Table 98. Bushnell Competitive Strengths & Weaknesses
- Table 99. Nikon Basic Information, Manufacturing Base and Competitors
- Table 100. Nikon Major Business
- Table 101. Nikon Birding Spotting Scope Product and Services
- Table 102. Nikon Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Nikon Recent Developments/Updates
- Table 104. Nikon Competitive Strengths & Weaknesses
- Table 105. Athlon Basic Information, Manufacturing Base and Competitors
- Table 106. Athlon Major Business
- Table 107. Athlon Birding Spotting Scope Product and Services
- Table 108. Athlon Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Athlon Recent Developments/Updates
- Table 110. Athlon Competitive Strengths & Weaknesses
- Table 111. Burris Basic Information, Manufacturing Base and Competitors
- Table 112. Burris Major Business
- Table 113. Burris Birding Spotting Scope Product and Services
- Table 114. Burris Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Burris Recent Developments/Updates
- Table 116. Burris Competitive Strengths & Weaknesses
- Table 117. Bresser Basic Information, Manufacturing Base and Competitors
- Table 118. Bresser Major Business
- Table 119. Bresser Birding Spotting Scope Product and Services
- Table 120. Bresser Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. Bresser Recent Developments/Updates
- Table 122. Bresser Competitive Strengths & Weaknesses
- Table 123. Celestron Basic Information, Manufacturing Base and Competitors
- Table 124. Celestron Major Business

- Table 125. Celestron Birding Spotting Scope Product and Services
- Table 126. Celestron Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. Celestron Recent Developments/Updates
- Table 128. Celestron Competitive Strengths & Weaknesses
- Table 129. DD Optics Basic Information, Manufacturing Base and Competitors
- Table 130. DD Optics Major Business
- Table 131. DD Optics Birding Spotting Scope Product and Services
- Table 132. DD Optics Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. DD Optics Recent Developments/Updates
- Table 134. DD Optics Competitive Strengths & Weaknesses
- Table 135. Hawke Basic Information, Manufacturing Base and Competitors
- Table 136. Hawke Major Business
- Table 137. Hawke Birding Spotting Scope Product and Services
- Table 138. Hawke Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. Hawke Recent Developments/Updates
- Table 140. Hawke Competitive Strengths & Weaknesses
- Table 141. Kowa Basic Information, Manufacturing Base and Competitors
- Table 142. Kowa Major Business
- Table 143. Kowa Birding Spotting Scope Product and Services
- Table 144. Kowa Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Kowa Recent Developments/Updates
- Table 146. Kowa Competitive Strengths & Weaknesses
- Table 147. Kite Optics Basic Information, Manufacturing Base and Competitors
- Table 148. Kite Optics Major Business
- Table 149. Kite Optics Birding Spotting Scope Product and Services
- Table 150. Kite Optics Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. Kite Optics Recent Developments/Updates
- Table 152. Kite Optics Competitive Strengths & Weaknesses
- Table 153. Leupold Basic Information, Manufacturing Base and Competitors
- Table 154. Leupold Major Business
- Table 155. Leupold Birding Spotting Scope Product and Services
- Table 156. Leupold Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. Leupold Recent Developments/Updates

- Table 158. Leupold Competitive Strengths & Weaknesses
- Table 159. Minox Basic Information, Manufacturing Base and Competitors
- Table 160. Minox Major Business
- Table 161. Minox Birding Spotting Scope Product and Services
- Table 162. Minox Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 163. Minox Recent Developments/Updates
- Table 164. Minox Competitive Strengths & Weaknesses
- Table 165. Maven Basic Information, Manufacturing Base and Competitors
- Table 166. Maven Major Business
- Table 167. Maven Birding Spotting Scope Product and Services
- Table 168. Maven Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 169. Maven Recent Developments/Updates
- Table 170. Maven Competitive Strengths & Weaknesses
- Table 171. Levenhuk Basic Information, Manufacturing Base and Competitors
- Table 172. Levenhuk Major Business
- Table 173. Levenhuk Birding Spotting Scope Product and Services
- Table 174. Levenhuk Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 175. Levenhuk Recent Developments/Updates
- Table 176. Levenhuk Competitive Strengths & Weaknesses
- Table 177. Sightron Basic Information, Manufacturing Base and Competitors
- Table 178. Sightron Major Business
- Table 179. Sightron Birding Spotting Scope Product and Services
- Table 180. Sightron Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 181. Sightron Recent Developments/Updates
- Table 182. Sightron Competitive Strengths & Weaknesses
- Table 183. Sig Sauer Basic Information, Manufacturing Base and Competitors
- Table 184. Sig Sauer Major Business
- Table 185. Sig Sauer Birding Spotting Scope Product and Services
- Table 186. Sig Sauer Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 187. Sig Sauer Recent Developments/Updates
- Table 188. Sig Sauer Competitive Strengths & Weaknesses
- Table 189. Vortex Basic Information, Manufacturing Base and Competitors
- Table 190. Vortex Major Business
- Table 191. Vortex Birding Spotting Scope Product and Services

Table 192. Vortex Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. Vortex Recent Developments/Updates

Table 194. Vortex Competitive Strengths & Weaknesses

Table 195. Vanguard Basic Information, Manufacturing Base and Competitors

Table 196. Vanguard Major Business

Table 197. Vanguard Birding Spotting Scope Product and Services

Table 198. Vanguard Birding Spotting Scope Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 199. Vanguard Recent Developments/Updates

Table 200. Vanguard Competitive Strengths & Weaknesses

Table 201. Global Key Players of Birding Spotting Scope Upstream (Raw Materials)

Table 202. Global Birding Spotting Scope Typical Customers

Table 203. Birding Spotting Scope Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Birding Spotting Scope Picture

Figure 2. World Birding Spotting Scope Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Birding Spotting Scope Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Birding Spotting Scope Production (2021-2032) & (K Units)

Figure 5. World Birding Spotting Scope Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Birding Spotting Scope Production Value Market Share by Region (2021-2032)

Figure 7. World Birding Spotting Scope Production Market Share by Region (2021-2032)

Figure 8. North America Birding Spotting Scope Production (2021-2032) & (K Units)

Figure 9. Europe Birding Spotting Scope Production (2021-2032) & (K Units)

Figure 10. China Birding Spotting Scope Production (2021-2032) & (K Units)

Figure 11. Japan Birding Spotting Scope Production (2021-2032) & (K Units)

Figure 12. Birding Spotting Scope Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 15. World Birding Spotting Scope Consumption Market Share by Region (2021-2032)

Figure 16. United States Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 17. China Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 18. Europe Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 19. Japan Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 20. South Korea Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 22. India Birding Spotting Scope Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Birding Spotting Scope by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Birding Spotting Scope Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Birding Spotting Scope Markets in 2025

Figure 26. United States VS China: Birding Spotting Scope Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Birding Spotting Scope Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Birding Spotting Scope Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Birding Spotting Scope Production Market Share 2025

Figure 30. China Based Manufacturers Birding Spotting Scope Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Birding Spotting Scope Production Market Share 2025

Figure 32. World Birding Spotting Scope Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Birding Spotting Scope Production Value Market Share by Type in 2025

Figure 34. Straight

Figure 35. Angled

Figure 36. World Birding Spotting Scope Production Market Share by Type (2021-2032)

Figure 37. World Birding Spotting Scope Production Value Market Share by Type (2021-2032)

Figure 38. World Birding Spotting Scope Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. World Birding Spotting Scope Production Value by Magnification, (USD Million), 2021 & 2025 & 2032

Figure 40. World Birding Spotting Scope Production Value Market Share by Magnification in 2025

Figure 41. 10x

Figure 42. 20x

Figure 43. 50x

Figure 44. Others

Figure 45. World Birding Spotting Scope Production Market Share by Magnification (2021-2032)

Figure 46. World Birding Spotting Scope Production Value Market Share by Magnification (2021-2032)

Figure 47. World Birding Spotting Scope Average Price by Magnification (2021-2032) & (US\$/Unit)

Figure 48. World Birding Spotting Scope Production Value by Objective Lens Diameter, (USD Million), 2021 & 2025 & 2032

Figure 49. World Birding Spotting Scope Production Value Market Share by Objective Lens Diameter in 2025

Figure 50. 50mm

Figure 51. 60mm

Figure 52. 86mm

Figure 53. World Birding Spotting Scope Production Market Share by Objective Lens Diameter (2021-2032)

Figure 54. World Birding Spotting Scope Production Value Market Share by Objective Lens Diameter (2021-2032)

Figure 55. World Birding Spotting Scope Average Price by Objective Lens Diameter (2021-2032) & (US\$/Unit)

Figure 56. World Birding Spotting Scope Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 57. World Birding Spotting Scope Production Value Market Share by Application in 2025

Figure 58. Online Sales

Figure 59. Offline Sales

Figure 60. World Birding Spotting Scope Production Market Share by Application (2021-2032)

Figure 61. World Birding Spotting Scope Production Value Market Share by Application (2021-2032)

Figure 62. World Birding Spotting Scope Average Price by Application (2021-2032) & (US\$/Unit)

Figure 63. Birding Spotting Scope Industry Chain

Figure 64. Birding Spotting Scope Procurement Model

Figure 65. Birding Spotting Scope Sales Model

Figure 66. Birding Spotting Scope Sales Channels, Direct Sales, and Distribution

Figure 67. Methodology

Figure 68. Research Process and Data Source

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