

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Outdoor Watch Market 2018, Forecast to 2023

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Abstracts

Outdoor watch is the one that can be worn in various sports and features one or multiple functions to meet the requirements of professional sports. It can offer your detailed data about environment during exercise, so it has great assistant and guidance meaning for outdoor enthusiasts. To be more exact, outdoor watches are not only is a watch, more like a hi-tech equipment.

The outdoor watch is waterproof, shockproof, anti-shock and anti-friction, besides, it can measure pressure, height, heart rate and direction. Moreover, it probably has other value-added functions such as Tide Graph Display, computer operation, GPS and other emerging capabilities. The current popular outdoor sport watches are made of excellent stainless steel, titanium, aluminum, rubber, carbon fiber, or ceramic alloys. Selecting sport watch with different material can display the wearers' unique personality.

With the development of the smartwatch in recent years, it is difficult to define the outdoor watch (also call sport watch). More and more smartwatch have the function of traditional outdoor watch.

Scope of the Report:

This report focuses on the Outdoor Watch in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. At present, in developed countries, the outdoor watch industry is generally at a more advanced level. The world's famous enterprises are mainly concentrated in Switzerland, USA and Japan. Meanwhile, foreign companies have more advanced equipment, strong

R & D capability, and leading technical level. However, foreign companies' manufacturing cost is relatively higher, compared with Chinese companies. With the development of Chinese outdoor watch production technology, their share in the international market is increasing, and competitiveness in the international market gradually increases.

China's outdoor watch industry has developed into a national wide status with certain research and production capacity, industry product mix has gradually improved, currently. China has become a large international consumption country of outdoor watch, but the production technology is relatively laggard to produce some low-end product. Although the new production lines are increasing, and the high-end product is still relying on import.

With the rapid growth of the national economy as well as the rapid development of smartwatch, Chinese outdoor watch market demand is exuberant, it will provide a good opportunity for the development of watch market and technology. The smartwatch manufacturer has squeezed the traditional outdoor watch market. But there are also opportunities to the watch brands which has established to deliver quality and to determine style trends for watches. Most traditional watch manufacturers also enter into the smartwatch market. The competition will more intense in next few years.

The worldwide market for Outdoor Watch is expected to grow at a CAGR of roughly 16.9% over the next five years, will reach 77200 million US\$ in 2023, from 30200 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Swatch Group

Rolex

Suunto

Casio

Seiko

Garmin

LUMINOX

Fossil

Citizen

Chopard

Movado Group

TIMEX

NOMOS Glashütte

Ezon

Apple

Samsung

Pebble

Huawei

Sony

LG

Fitbit

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Quartz Movement

Mechanical Movement

Market Segment by Applications, can be divided into

Amateur Outdoor Enthusiasts

Professional Outdoor Enthusiasts

There are 15 Chapters to deeply display the global Outdoor Watch market.

Chapter 1, to describe Outdoor Watch Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Outdoor Watch, with sales, revenue, and price of Outdoor Watch, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Outdoor Watch, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Outdoor Watch market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Outdoor Watch sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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