

Global Outdoor Watch Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Outdoor Watch market size was valued at USD 53780 million in 2023 and is forecast to a readjusted size of USD 132780 million by 2030 with a CAGR of 13.8% during review period.

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.

The major players in global Outdoor Watch market include Apple, Samsung, Huawei, etc. The top 3 players occupy about 40% shares of the global market. China and Europe are main markets, they occupy about 80% of the global market. Quartz Movement is the main type, with a share about 80%. Amateur Outdoor Enthusiasts is the main application, which holds a share over 80%.

The Global Info Research report includes an overview of the development of the Outdoor Watch industry chain, the market status of Amateur Outdoor Enthusiasts (Quartz Movement, Mechanical Movement), Professional Outdoor Enthusiasts (Quartz Movement, Mechanical Movement), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Outdoor Watch.

Regionally, the report analyzes the Outdoor Watch markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Outdoor Watch market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Outdoor Watch market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Outdoor Watch industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Quartz Movement, Mechanical Movement).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Outdoor Watch market.

Regional Analysis: The report involves examining the Outdoor Watch market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Outdoor Watch market. This may include estimating

market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Outdoor Watch:

Company Analysis: Report covers individual Outdoor Watch manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Outdoor Watch. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Amateur Outdoor Enthusiasts, Professional Outdoor Enthusiasts).

Technology Analysis: Report covers specific technologies relevant to Outdoor Watch. It assesses the current state, advancements, and potential future developments in Outdoor Watch areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Outdoor Watch market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Outdoor Watch market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Quartz Movement

Mechanical Movement

Market segment by Application

Amateur Outdoor Enthusiasts

Professional Outdoor Enthusiasts

Major players covered

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 region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Outdoor Watch product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Outdoor Watch, with price, sales, revenue and global market share of Outdoor Watch from 2019 to 2024.

Chapter 3, the Outdoor Watch competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Outdoor Watch breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Outdoor Watch market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Outdoor Watch.

Chapter 14 and 15, to describe Outdoor Watch sales channel, distributors, customers, research findings and conclusion.

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