

# Outdoor Sports GPS Device Market by Type (Handheld Device, Wearable Device), Application (Golf, Running, Cycling), and Region 2023-2028

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## Abstracts

### Market Overview:

The global outdoor sports GPS device market size reached US\$ 15.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 33.2 Billion by 2028, exhibiting a growth rate (CAGR) of 14.10% during 2023-2028. The growing popularity of outdoor sports, increasing adoption of premium quality wearables devices due to inflating income level of individuals, and rising demand for enhanced safety among individuals represent some of the key factors driving the market.

Outdoor sports global positioning system (GPS) device relies on satellite navigation to provide real-time positioning and tracking information of individuals while performing outdoor activities. It is durable, accurate, lightweight, compact, easily accessible, and available with rechargeable or replaceable batteries. It tracks progress, sets various goals, identifies areas of improvement, and maintains detailed records of outdoor activities for comparison and other purposes. It assists in improving safety by providing real-time location and emergency alert capabilities. It also aids in enhancing the performance and optimizing training of fitness enthusiasts by offering insights about the speed, distance covered, calories burned, time spent, and heart rate. Besides this, it is beneficial in monitoring fitness levels and collecting information shared with others. As it eliminates the need for traditional paper maps and has the capability to download data, the demand for outdoor sports GPS device is rising across the globe.

### Outdoor Sports GPS Device Market Trends:

At present, the increasing popularity of outdoor sports activities to maintain a healthy body and mind among individuals represents one of the major factors influencing the

market positively. Additionally, the rising demand for premium quality wearables devices due to the inflating income levels is contributing to the growth of the market. Apart from this, the growing adoption of outdoor sports GPS devices due to the increasing demand for enhanced safety among individuals across the globe is offering a positive market outlook. Moreover, the rising utilization of GPS devices in golf sports to provide accurate maps of the golf course and analyze statistical data of golf shots is supporting the growth of the market. Besides this, the increasing adoption of outdoor sports GPS devices to easily find nearby points of interest without wasting time is offering lucrative growth opportunities to industry investors. In addition, there is a rise in the demand for highly durable, cost-effective, waterproof, weather-resistant, and shockproof devices among the masses. This, coupled with the increasing adoption of GPS-enabled smartwatches that are convenient to use and carry and provide an attractive look, is bolstering the growth of the market. Furthermore, the rising number of road bicycle racing events across the globe is strengthening the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global outdoor sports GPS device market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type and application.

#### Type Insights:

Handheld Device

Wearable Device

The report has provided a detailed breakup and analysis of the outdoor sports GPS device market based on the type. This includes handheld device and wearable device. According to the report, handheld device represented the largest segment.

#### Application Insights:

Golf

Running

Cycling

A detailed breakup and analysis of the outdoor sports GPS device market based on the application has also been provided in the report. This includes golf, running, and cycling. According to the report, golf accounted for the largest market share.

## Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for outdoor sports GPS device. Some of the factors driving the North America outdoor sports GPS device market included the growing demand due to availability of advanced technologies, increasing participation of people in outdoor sports activities, rising safety concerns among individuals, etc.

## Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global outdoor sports GPS device market. Detailed profiles of all major companies have been provided. Some of the companies covered include Apple Inc., Bryton Inc., Bushnell Corporation (Vista Outdoor Inc.), Fitbit Inc. (Google LLC), Garmin Ltd., GlobalSat WorldCom Corporation, Goyourlife Inc., Polar Electro Oy, Samsung Electronics Co. Ltd., Suunto Oy (Dongguan Liesheng Electronic Technology Co. Ltd.), TomTom N.V., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global outdoor sports GPS device market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global outdoor sports GPS device market?

What is the impact of each driver, restraint, and opportunity on the global outdoor sports GPS device market?

What are the key regional markets?

Which countries represent the most attractive outdoor sports GPS device market?

What is the breakup of the market based on the type?

Which is the most attractive type in the outdoor sports GPS device market?

What is the breakup of the market based on the application?

Which is the most attractive application in the outdoor sports GPS device market?

What is the competitive structure of the global outdoor sports GPS device market?

Who are the key players/companies in the global outdoor sports GPS device market?

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