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2018-2023 Global Binoculars Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Binoculars market for 2018-2023.

Binoculars are a pair of identical or mirror-symmetrical telescopes mounted side-by-side and aligned to point accurately in the same direction, allowing the viewer to use both eyes (binocular vision) when viewing distant objects. Binoculars have countless practical applications for both hobbyists and professionals.
The binoculars industry concentration is relatively low and high-end products are mainly from US and EU. In 2016, the top ten sales volume market share was 34.68 %. In the world wide, most manufacturers are distributed in EU, US, Japan and China. US has a long history and unshakable status in this industry, like Bushnell and Tasco, both have perfect products. And in EU, the Pulsar, Steiner and Zeiss are among the giant manufacturers. As for China, Bosma lead the industry, followed by TianLang and Visionking.
The binocular are used in hunting & shooting series, outdoor series, marine series and tactical and military series. The main application is outdoor segment, which accounts for about 35.44% in 2016. The second application is the hunting & shooting filed with consumption volume market share 20.50% in 2016.
All manufacturers in the world are committed to the improvement of their product. Chinese manufacturers can almost catch up with the world's leading technology too. Fifth, we tend to believe this industry is now close to mature, and the degree of increasing consumption will show a smooth curve. All manufacturers in the world are committed to the improvement of their product. Chinese manufacturers can almost catch up with the world's leading technology too. On product prices, the slow downward

trend in recent years will maintain in the future, as competition intensifies, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in the gross margin.
Over the next five years, LPI(LP Information) projects that Binoculars will register a 1.8% CAGR in terms of revenue, reach US$ 1370 million by 2023, from US$ 1220 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Binoculars market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Roof Prism Binoculars

Porro Prism Binoculars

Segmentation by application:

Hunting & shooting Series

Outdoor Series

Marine Series

Tactical and Military Series

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

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United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Bushnell

Nikon

Tasco

Pulsar

Steiner

Zeiss

Olympus

Simmons

Leica

Canon

Ricoh

Meade Instruments

Kowa

Swarovski Optik

Celestron

Leupold

Alpen

Meopta

Opticron

Vixen

Lunt Engineering

Barska

Fujifilm

Levenhuk

Bosma

TianLang

Visionking

CAS Nanjing Astronomical Instruments

Yunnan Yuanjin Optical Instruments

Jaxy Optical Instrument

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future

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development.

Research objectives

To study and analyze the global Binoculars market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Binoculars market by identifying its various subsegments.

Focuses on the key global Binoculars players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Binoculars with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Binoculars submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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