

Personal Navigation Devices Market Outlook 2025-2034: Market Share, and Growth Analysis By Device Type (In-Car Personal Navigation Devices (PNDs), Handheld GPS Devices, Smartphone Applications, Wearable GPS devices), By Application (Smartphones, Tablets, Automobiles), By End-Users

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Abstracts

The Personal Navigation Devices Market is valued at USD 4.2 billion in 2025 and is projected to grow at a CAGR of 8.9% to reach USD 9.1 billion by 2034.

Personal Navigation Devices Market Overview

The personal navigation devices (PND) market is driven by the increasing demand for accurate and efficient navigation tools, primarily for personal use in vehicles, smartphones, and portable devices. These devices offer real-time traffic updates, route planning, location tracking, and points of interest, making them essential for travelers, commuters, and outdoor enthusiasts. The PND market has seen significant advancements in terms of technology, with improved GPS accuracy, better maps, and voice-assisted directions. While traditional GPS units were once the primary source of navigation, the proliferation of smartphones with built-in navigation apps, such as Google Maps and Apple Maps, has led to the convergence of personal navigation devices and mobile technology. Despite this, standalone personal navigation devices still hold a significant share of the market, particularly in regions where smartphone penetration is lower, or in specialized applications such as fleet management, outdoor activities, and geocaching. As the demand for connected devices and smart technologies continues to grow, PNDs are expected to remain an essential tool for personal navigation and will continue evolving with added features, such as real-time

traffic monitoring, augmented reality, and vehicle integration. The personal navigation devices market has undergone several important developments, driven by technological advancements and the growing preference for seamless connectivity. One key trend is the continued integration of real-time data, including traffic conditions, road closures, and weather updates, which enhances the user experience and helps optimize routes. Augmented reality (AR) integration has become more prevalent, providing users with a more interactive and visually engaging navigation experience. The use of voice commands and natural language processing has further improved ease of use, allowing drivers and travelers to interact with their devices hands-free. Additionally, manufacturers have focused on creating PNDs with more intuitive interfaces, incorporating touchscreen displays and advanced map features, such as 3D views and dynamic re-routing. While smartphones continue to dominate the market, personal navigation devices remain popular among certain consumer segments, especially those who prefer dedicated devices for navigation in their vehicles or on hiking trips. The personal navigation devices market has also been impacted by the growing trend of vehicle integration, where PNDs are embedded into car systems for a more connected, streamlined experience. The personal navigation devices market is expected to continue evolving, driven by innovations in connectivity, smart technologies, and the rise of autonomous vehicles. The development of 5G networks will enable faster data transfer, further enhancing real-time navigation features such as predictive traffic updates and more accurate route planning. Personal navigation devices will increasingly integrate with other smart technologies, including wearable devices, IoT systems, and connected vehicles, creating a more cohesive, multi-device navigation ecosystem. The increasing popularity of autonomous and semi-autonomous vehicles will further transform the market, as advanced navigation systems will become integral to self-driving technology. Additionally, there will be a growing demand for PNDs with advanced features such as geospatial intelligence, which can analyze user behavior and suggest personalized routes based on past preferences. As consumer preferences shift toward all-in-one devices and mobile solutions, the market for standalone PNDs may decline slightly, but specialized navigation tools for specific industries, such as logistics and outdoor recreation, will continue to thrive. The personal navigation devices market is expected to continue expanding, adapting to emerging trends in mobility, connectivity, and user preferences.

Key Insights Personal Navigation Devices Market

Real-Time Traffic and Weather Integration: Navigation systems are increasingly offering real-time updates, including traffic conditions, accidents, road closures, and weather forecasts, to optimize travel routes.

Augmented Reality Integration: Augmented reality (AR) navigation features provide an interactive, visually engaging experience, helping users better understand their surroundings and navigate more easily.

Increased Voice Command Usage: Voice assistants and natural language processing are becoming more common in PNDs, allowing users to interact with devices hands-free, improving safety and convenience.

Vehicle Integration and Connectivity: Personal navigation devices are increasingly being integrated into vehicles' infotainment systems, offering a seamless navigation experience within the car's ecosystem.

Specialized Devices for Specific Applications: Despite the dominance of smartphones, standalone personal navigation devices are still in demand for specific use cases, such as fleet management, outdoor navigation, and travel-based activities like hiking or geocaching.

Rising Demand for Real-Time Navigation Information: The increasing need for up-to-date information, such as traffic, road closures, and weather conditions, is driving the growth of advanced personal navigation devices.

Advancements in Technology and Connectivity: The development of 5G, augmented reality, and voice recognition technologies is enhancing the functionality and user experience of personal navigation devices.

Integration with Vehicles and Smart Systems: As more vehicles become connected, the demand for embedded navigation systems that offer seamless integration with the car's technology continues to rise.

Popularity of Outdoor and Adventure Activities: The increasing interest in outdoor activities, such as hiking, biking, and geocaching, continues to drive demand for personal navigation devices designed for specific use in these environments.

Competition from Smartphone Navigation Apps: The continued dominance of smartphones equipped with free and widely used navigation apps, such as Google Maps and Apple Maps, remains a major challenge for standalone personal navigation devices.

Personal Navigation Devices Market Segmentation

By Device Type

In-Car Personal Navigation Devices (PNDs)

Handheld GPS Devices

Smartphone Applications

Wearable GPS devices

By Application

Smartphones

Tablets

Automobiles

By End-Users

Automotive

Outdoor And Sports

Commercial

Other End Users

Key Companies Analysed

Apple Inc.

Samsung Electronics Co. Ltd.

Huawei Technologies Co. Ltd.

Sony Corporation

ALPS ALPINE ASIA CO. LTD

Garmin Ltd.

TomTom International BV.

Shenzhen RoadRover Technology Co Ltd

Delphi Technology Inc.

CalAmp Corp.

Omnitracs LLC

Magellan GPS

Advanced Tracking Technologies Inc.

Blaupunkt GmbH

Sygic A.S.

CarrierWeb

Coban Technologies Inc.

Linxup

Mio Technology Corporation

Becker Avionics Inc.

NAVIGON AG

AvMap Satellite Navigation Inc.

BridgeHaul Logistics Solutions LLC

LiveViewGPS Inc.

Navman Wireless

HawkEye Inc.

Kenwood Ltd.

Personal Navigation Devices Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Personal Navigation Devices Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Personal Navigation Devices market data and outlook to 2034

United States

Canada

Mexico

Europe — Personal Navigation Devices market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Personal Navigation Devices market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Personal Navigation Devices market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Personal Navigation Devices market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Personal Navigation Devices value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling

techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Personal Navigation Devices industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Personal Navigation Devices Market Report

Global Personal Navigation Devices market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Personal Navigation Devices trade, costs, and supply chains

Personal Navigation Devices market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Personal Navigation Devices market size, CAGR, and market share of key

products, applications, and end-user verticals, 2023-2034

Short- and long-term Personal Navigation Devices market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Personal Navigation Devices supply chain analysis

Personal Navigation Devices trade analysis, Personal Navigation Devices market price analysis, and Personal Navigation Devices supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Personal Navigation Devices market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

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Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL PERSONAL NAVIGATION DEVICES MARKET SUMMARY, 2025

- 2.1 Personal Navigation Devices Industry Overview
 - 2.1.1 Global Personal Navigation Devices Market Revenues (In US\$ billion)
- 2.2 Personal Navigation Devices Market Scope
- 2.3 Research Methodology

3. PERSONAL NAVIGATION DEVICES MARKET INSIGHTS, 2024-2034

- 3.1 Personal Navigation Devices Market Drivers
- 3.2 Personal Navigation Devices Market Restraints
- 3.3 Personal Navigation Devices Market Opportunities
- 3.4 Personal Navigation Devices Market Challenges
- 3.5 Tariff Impact on Global Personal Navigation Devices Supply Chain Patterns

4. PERSONAL NAVIGATION DEVICES MARKET ANALYTICS

- 4.1 Personal Navigation Devices Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Personal Navigation Devices Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Personal Navigation Devices Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Personal Navigation Devices Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Personal Navigation Devices Market
 - 4.5.1 Personal Navigation Devices Industry Attractiveness Index, 2025
 - 4.5.2 Personal Navigation Devices Supplier Intelligence
 - 4.5.3 Personal Navigation Devices Buyer Intelligence
 - 4.5.4 Personal Navigation Devices Competition Intelligence
 - 4.5.5 Personal Navigation Devices Product Alternatives and Substitutes Intelligence
 - 4.5.6 Personal Navigation Devices Market Entry Intelligence

5. GLOBAL PERSONAL NAVIGATION DEVICES MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

5.1 World Personal Navigation Devices Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global Personal Navigation Devices Sales Outlook and CAGR Growth By Device Type, 2024- 2034 (\$ billion)

5.2 Global Personal Navigation Devices Sales Outlook and CAGR Growth By Application, 2024- 2034 (\$ billion)

5.3 Global Personal Navigation Devices Sales Outlook and CAGR Growth By End-Users, 2024- 2034 (\$ billion)

5.4 Global Personal Navigation Devices Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC PERSONAL NAVIGATION DEVICES INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific Personal Navigation Devices Market Insights, 2025

6.2 Asia Pacific Personal Navigation Devices Market Revenue Forecast By Device Type, 2024- 2034 (USD billion)

6.3 Asia Pacific Personal Navigation Devices Market Revenue Forecast By Application, 2024- 2034 (USD billion)

6.4 Asia Pacific Personal Navigation Devices Market Revenue Forecast By End-Users, 2024- 2034 (USD billion)

6.5 Asia Pacific Personal Navigation Devices Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.5.1 China Personal Navigation Devices Market Size, Opportunities, Growth 2024-2034

6.5.2 India Personal Navigation Devices Market Size, Opportunities, Growth 2024-2034

6.5.3 Japan Personal Navigation Devices Market Size, Opportunities, Growth 2024-2034

6.5.4 Australia Personal Navigation Devices Market Size, Opportunities, Growth 2024-2034

7. EUROPE PERSONAL NAVIGATION DEVICES MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

- 7.1 Europe Personal Navigation Devices Market Key Findings, 2025
- 7.2 Europe Personal Navigation Devices Market Size and Percentage Breakdown By Device Type, 2024- 2034 (USD billion)
- 7.3 Europe Personal Navigation Devices Market Size and Percentage Breakdown By Application, 2024- 2034 (USD billion)
- 7.4 Europe Personal Navigation Devices Market Size and Percentage Breakdown By End-Users, 2024- 2034 (USD billion)
- 7.5 Europe Personal Navigation Devices Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)
 - 7.5.1 Germany Personal Navigation Devices Market Size, Trends, Growth Outlook to 2034
 - 7.5.2 United Kingdom Personal Navigation Devices Market Size, Trends, Growth Outlook to 2034
 - 7.5.2 France Personal Navigation Devices Market Size, Trends, Growth Outlook to 2034
 - 7.5.2 Italy Personal Navigation Devices Market Size, Trends, Growth Outlook to 2034
 - 7.5.2 Spain Personal Navigation Devices Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA PERSONAL NAVIGATION DEVICES MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

- 8.1 North America Snapshot, 2025
- 8.2 North America Personal Navigation Devices Market Analysis and Outlook By Device Type, 2024- 2034 (\$ billion)
- 8.3 North America Personal Navigation Devices Market Analysis and Outlook By Application, 2024- 2034 (\$ billion)
- 8.4 North America Personal Navigation Devices Market Analysis and Outlook By End-Users, 2024- 2034 (\$ billion)
- 8.5 North America Personal Navigation Devices Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)
 - 8.5.1 United States Personal Navigation Devices Market Size, Share, Growth Trends and Forecast, 2024- 2034
 - 8.5.1 Canada Personal Navigation Devices Market Size, Share, Growth Trends and Forecast, 2024- 2034
 - 8.5.1 Mexico Personal Navigation Devices Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA PERSONAL NAVIGATION DEVICES MARKET

DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Personal Navigation Devices Market Data, 2025

9.2 Latin America Personal Navigation Devices Market Future By Device Type, 2024-2034 (\$ billion)

9.3 Latin America Personal Navigation Devices Market Future By Application, 2024-2034 (\$ billion)

9.4 Latin America Personal Navigation Devices Market Future By End-Users, 2024-2034 (\$ billion)

9.5 Latin America Personal Navigation Devices Market Future by Country, 2024- 2034 (\$ billion)

9.5.1 Brazil Personal Navigation Devices Market Size, Share and Opportunities to 2034

9.5.2 Argentina Personal Navigation Devices Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA PERSONAL NAVIGATION DEVICES MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Personal Navigation Devices Market Statistics By Device Type, 2024- 2034 (USD billion)

10.3 Middle East Africa Personal Navigation Devices Market Statistics By Application, 2024- 2034 (USD billion)

10.4 Middle East Africa Personal Navigation Devices Market Statistics By End-Users, 2024- 2034 (USD billion)

10.5 Middle East Africa Personal Navigation Devices Market Statistics by Country, 2024- 2034 (USD billion)

10.5.1 Middle East Personal Navigation Devices Market Value, Trends, Growth Forecasts to 2034

10.5.2 Africa Personal Navigation Devices Market Value, Trends, Growth Forecasts to 2034

11. PERSONAL NAVIGATION DEVICES MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Personal Navigation Devices Industry

11.2 Personal Navigation Devices Business Overview

11.3 Personal Navigation Devices Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Personal Navigation Devices Market Volume (Tons)

12.1 Global Personal Navigation Devices Trade and Price Analysis

12.2 Personal Navigation Devices Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Personal Navigation Devices Industry Report Sources and Methodology

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