

# **China Digital Binoculars Market Research Report 2017**

https://marketpublishers.com/r/C9525790AE1EN.html

Date: January 2017

Pages: 113

Price: US\$ 3,200.00 (Single User License)

ID: C9525790AE1EN

Abstracts		
Notes:		
Sales, means the sales volume of Digital Binoculars		
Revenue, means the sales value of Digital Binoculars		
This report studies Digital Binoculars in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering		
ATN		
BARSKA		
Bushnell		
Canon		
Carson Optical		

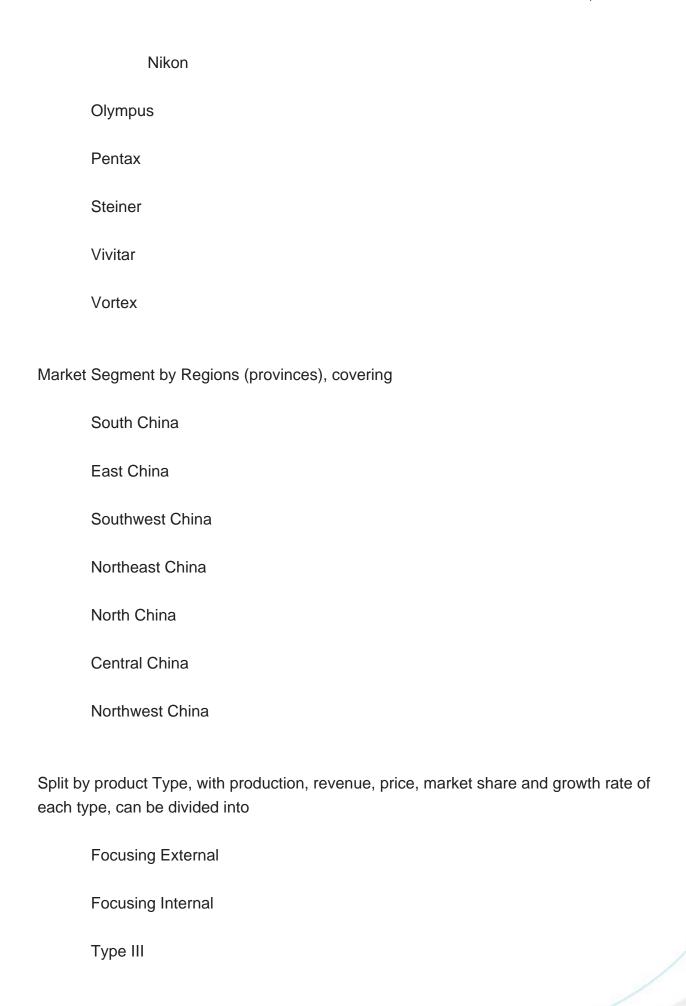
Celestron

Leupold

Meade

**MINOX** 







Split by Application, this report focuses on consumption, market share and growth rate of Digital Binoculars in each application, can be divided into

**Astronomical Observations** 

Watch The Game

Application 3



## **Contents**

China Digital Binoculars Market Research Report 2017

#### 1 DIGITAL BINOCULARS MARKET OVERVIEW

- 1.1 Product Overview and Scope of Digital Binoculars
- 1.2 Digital Binoculars Segment by Type
  - 1.2.1 China Production Market Share of Digital Binoculars Type in 2015
  - 1.2.2 Focusing External
  - 1.2.3 Focusing Internal
  - 1.2.4 Type III
- 1.3 Applications of Digital Binoculars
- 1.3.1 Digital Binoculars Consumption Market Share by Application in 2015
- 1.3.2 Astronomical Observations
- 1.3.3 Watch The Game
- 1.3.4 Application
- 1.4 China Market Size (Value) of Digital Binoculars (2011-2021)
- 1.5 China Digital Binoculars Status and Outlook
- 1.6 Government Policies

#### 2 CHINA DIGITAL BINOCULARS MARKET COMPETITION BY MANUFACTURERS

- 2.1 China Digital Binoculars Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Digital Binoculars Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Digital Binoculars Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Digital Binoculars Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Digital Binoculars Market Competitive Situation and Trends
  - 2.5.1 Digital Binoculars Market Concentration Rate
  - 2.5.2 Digital Binoculars Market Share of Top 3 and Top 5 Manufacturers

#### 3 CHINA DIGITAL BINOCULARS MANUFACTURERS PROFILES/ANALYSIS

- 3.1 ATN
- 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.1.2 Digital Binoculars Product Type, Application and Specification



- 3.1.2.1 Focusing External
- 3.1.2.2 Focusing Internal
- 3.1.3 ATN Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.1.4 Main Business/Business Overview
- 3.2 BARSKA
- 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.2.2 Digital Binoculars Product Type, Application and Specification
    - 3.2.2.1 Focusing External
    - 3.2.2.2 Focusing Internal
- 3.2.3 BARSKA 113 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.2.4 Main Business/Business Overview
- 3.3 Bushnell
- 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.3.2 Digital Binoculars Product Type, Application and Specification
    - 3.3.2.1 Focusing External
    - 3.3.2.2 Focusing Internal
- 3.3.3 Bushnell 116 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.3.4 Main Business/Business Overview
- 3.4 Canon
- 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.4.2 Digital Binoculars Product Type, Application and Specification
    - 3.4.2.1 Focusing External
    - 3.4.2.2 Focusing Internal
- 3.4.3 Canon Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.4.4 Main Business/Business Overview
- 3.5 Carson Optical
- 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.5.2 Digital Binoculars Product Type, Application and Specification
    - 3.5.2.1 Focusing External
    - 3.5.2.2 Focusing Internal
  - 3.5.3 Carson Optical Capacity, Production, Revenue, Price and Gross Margin (2015)



### and 2016)

- 3.5.4 Main Business/Business Overview
- 3.6 Celestron
- 3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.6.2 Digital Binoculars Product Type, Application and Specification
    - 3.6.2.1 Focusing External
    - 3.6.2.2 Focusing Internal
- 3.6.3 Celestron Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.6.4 Main Business/Business Overview
- 3.7 Leupold
- 3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.7.2 Digital Binoculars Product Type, Application and Specification
    - 3.7.2.1 Focusing External
  - 3.7.2.2 Focusing Internal
- 3.7.3 Leupold Chemical & Material Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.7.4 Main Business/Business Overview
- 3.8 Meade
- 3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.8.2 Digital Binoculars Product Type, Application and Specification
    - 3.8.2.1 Focusing External
    - 3.8.2.2 Focusing Internal
  - 3.8.3 Meade Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.8.4 Main Business/Business Overview
- 3.9 MINOX
- 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.9.2 Digital Binoculars Product Type, Application and Specification
    - 3.9.2.1 Focusing External
    - 3.9.2.2 Focusing Internal
- 3.9.3 MINOX Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.9.4 Main Business/Business Overview
- 3.10 Nikon
  - 3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its



#### Competitors

- 3.10.2 Digital Binoculars Product Type, Application and Specification
  - 3.10.2.1 Focusing External
  - 3.10.2.2 Focusing Internal
- 3.10.3 Nikon Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.10.4 Main Business/Business Overview
- 3.11 Olympus
- 3.12 Pentax
- 3.13 Steiner
- 3.14 Vivitar
- 3.15 Vortex

# 4 CHINA DIGITAL BINOCULARS CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)

- 4.1 China Digital Binoculars Capacity, Production and Growth (2011-2016)
- 4.2 China Digital Binoculars Revenue and Growth (2011-2016)
- 4.3 China Digital Binoculars Production, Consumption, Export and Import (2011-2016)

# 5 CHINA DIGITAL BINOCULARS PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 5.1 China Digital Binoculars Production and Market Share by Type (2011-2016)
- 5.2 China Digital Binoculars Revenue and Market Share by Type (2011-2016)
- 5.3 China Digital Binoculars Price by Type (2011-2016)
- 5.4 China Digital Binoculars Production Growth by Type (2011-2016)

#### 6 CHINA DIGITAL BINOCULARS MARKET ANALYSIS BY APPLICATION

- 6.1 China Digital Binoculars Consumption and Market Share by Application (2011-2016)
- 6.2 China Digital Binoculars Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Application
  - 6.3.2 Emerging Markets/Countries

# 7 CHINADIGITAL BINOCULARS MARKET ANALYSIS BY REGIONS (PROVINCES)

7.1 China Digital Binoculars Production, Production Value and Price by Regions (Provinces)(2011-2016)



- 7.1.1 China Digital Binoculars Production and Market Share by Regions (Provinces)(2011-2016)
- 7.1.2 China Digital Binoculars Production Value and Market Share by Regions (Provinces)(2011-2016)
- 7.1.3 China Digital Binoculars Sales Price by Regions (Provinces)(2011-2016)
- 7.2 China Digital Binoculars Consumption by Regions (Provinces)(2011-2016)
- 7.3 China Digital Binoculars Production, Consumption, Export and Import (2011-2016)

#### **8 DIGITAL BINOCULARS MANUFACTURING COST ANALYSIS**

- 8.1 Digital Binoculars Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Digital Binoculars

#### 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Digital Binoculars Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Digital Binoculars Major Manufacturers in 2015
- 9.4 Downstream Buyers

#### 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
- 10.2.2 Brand Strategy
- 10.2.3 Target Client
- 10.3 Distributors/Traders List



#### 11 MARKET EFFECT FACTORS ANALYSIS

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

### 12 CHINA DIGITAL BINOCULARS MARKET FORECAST (2016-2021)

- 12.1 China Digital Binoculars Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 China Digital Binoculars Production, Import, Export and Consumption Forecast (2016-2021)
- 12.3 China Digital Binoculars Production Forecast by Type (2016-2021)
- 12.4 China Digital Binoculars Consumption Forecast by Application (2016-2021)
- 12.5 China Digital Binoculars Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
- 12.5.1 China Digital Binoculars Production Forecast by Regions (Provinces)(2016-2021)
- 12.5.2 China Digital Binoculars Consumption Forecast by Regions (Provinces)(2016-2021)
- 12.5.3 China Digital Binoculars Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
- 12.6 Digital Binoculars Price Forecast (2016-2021)

#### 13 RESEARCH FINDINGS AND CONCLUSION

#### 14 APPENDIX

Methodology Analyst Introduction Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



# **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Digital Binoculars

Figure China Production Market Share of Digital Binoculars by Type in 2015

Figure Product Picture of Focusing External

Table Major Manufacturers of Focusing External

Figure Product Picture of Focusing Internal

Table Major Manufacturers of Focusing Internal

Figure Product Picture of Type III

Table Major Manufacturers of Type III

Table Digital Binoculars Consumption Market Share by Application in 2015

Figure Astronomical Observations Examples

Figure Watch The Game Examples

Figure Application 3 Examples

Figure China Digital Binoculars Revenue (Million USD) and Growth Rate (2011-2021)

Table China Digital Binoculars Capacity of Key Manufacturers (2015 and 2016)

Table China Digital Binoculars Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Digital Binoculars Capacity of Key Manufacturers in 2015

Figure China Digital Binoculars Capacity of Key Manufacturers in 2016

Table China Digital Binoculars Production of Key Manufacturers (2015 and 2016)

Table China Digital Binoculars Production Share by Manufacturers (2015 and 2016)

Figure 2015 Digital Binoculars Production Share by Manufacturers

Figure 2016 Digital Binoculars Production Share by Manufacturers

Table China Digital Binoculars Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Digital Binoculars Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Digital Binoculars Revenue Share by Manufacturers

Table 2016 China Digital Binoculars Revenue Share by Manufacturers

Table China Market Digital Binoculars Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Digital Binoculars Average Price of Key Manufacturers in 2015

Table Manufacturers Digital Binoculars Manufacturing Base Distribution and Sales Area

Table Manufacturers Digital Binoculars Product Type

Figure Digital Binoculars Market Share of Top 3 Manufacturers

Figure Digital Binoculars Market Share of Top 5 Manufacturers

Table ATN Basic Information, Manufacturing Base, Sales Area and Its Competitors



Table ATN Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure ATN Digital Binoculars Market Share (2011-2016)

Table BARSKA Basic Information, Manufacturing Base, Sales Area and Its Competitors Table BARSKA Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure BARSKA Digital Binoculars Market Share (2011-2016)

Table Bushnell Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Bushnell Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Bushnell Digital Binoculars Market Share (2011-2016)

Table Canon Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Canon Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Canon Digital Binoculars Market Share (2011-2016)

Table Carson Optical Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Carson Optical Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Carson Optical Digital Binoculars Market Share (2011-2016)

Table Celestron Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Celestron Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Celestron Digital Binoculars Market Share (2011-2016)

Table Leupold Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Leupold Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Leupold Digital Binoculars Market Share (2011-2016)

Table Meade Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Meade Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Meade Digital Binoculars Market Share (2011-2016)

Table MINOX Basic Information, Manufacturing Base, Sales Area and Its Competitors Table MINOX Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure MINOX Digital Binoculars Market Share (2011-2016)

Table Nikon Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Nikon Digital Binoculars Capacity, Production, Revenue, Price and Gross Margin (2011-2016)



(2011-2016)

Figure Nikon Digital Binoculars Market Share (2011-2016)

Table Olympus Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Pentax Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Steiner Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Vivitar Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Vortex Basic Information, Manufacturing Base, Sales Area and Its Competitors Figure China Digital Binoculars Capacity, Production and Growth (2011-2016) Figure China Digital Binoculars Revenue (Million USD) and Growth (2011-2016) Table China Digital Binoculars Production, Consumption, Export and Import

Table China Digital Binoculars Production by Type (2011-2016)

Table China Digital Binoculars Production Share by Type (2011-2016)

Figure Production Market Share of Digital Binoculars by Type (2011-2016)

Figure 2015 Production Market Share of Digital Binoculars by Type

Table China Digital Binoculars Revenue by Type (2011-2016)

Table China Digital Binoculars Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Digital Binoculars by Type (2011-2016)

Figure 2015 Revenue Market Share of Digital Binoculars by Type

Table China Digital Binoculars Price by Type (2011-2016)

Figure China Digital Binoculars Production Growth by Type (2011-2016)

Table China Digital Binoculars Consumption by Application (2011-2016)

Table China Digital Binoculars Consumption Market Share by Application (2011-2016)

Figure China Digital Binoculars Consumption Market Share by Application in 2015

Table China Digital Binoculars Consumption Growth Rate by Application (2011-2016)

Figure China Digital Binoculars Consumption Growth Rate by Application (2011-2016)

Table China Digital Binoculars Production by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Production Market Share by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Production Value by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Production Value Market Share by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Sales Price by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Consumption by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Consumption Market Share by Regions (Provinces)(2011-2016)

Table China Digital Binoculars Production, Consumption, Export and Import (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material Figure Price Trend of Key Raw Materials



Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Digital Binoculars

Figure Manufacturing Process Analysis of Digital Binoculars

Figure Digital Binoculars Industrial Chain Analysis

Table Raw Materials Sources of Digital Binoculars Major Manufacturers in 2015

Table Major Buyers of Digital Binoculars

Table Distributors/Traders List

Figure China Digital Binoculars Capacity, Production and Growth Rate Forecast (2016-2021)

Figure China Digital Binoculars Revenue and Growth Rate Forecast (2016-2021)

Table China Digital Binoculars Production, Import, Export and Consumption Forecast (2016-2021)

Table China Digital Binoculars Production Forecast by Type (2016-2021)

Table China Digital Binoculars Consumption Forecast by Application (2016-2021)

Table China Digital Binoculars Production Forecast by Regions (Provinces)(2016-2021)

Table China Digital Binoculars Consumption Forecast by Regions (Provinces)(2016-2021)

Table China Digital Binoculars Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)



#### I would like to order

Product name: China Digital Binoculars Market Research Report 2017
Product link: <a href="https://marketpublishers.com/r/C9525790AE1EN.html">https://marketpublishers.com/r/C9525790AE1EN.html</a>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/C9525790AE1EN.html">https://marketpublishers.com/r/C9525790AE1EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970