

# United States Marine GPS Equipment Market Report 2017

https://marketpublishers.com/r/U883CA1BC74EN.html

Date: February 2017 Pages: 121 Price: US\$ 3,800.00 (Single User License) ID: U883CA1BC74EN

## Abstracts

#### Notes:

Sales, means the sales volume of Marine GPS Equipment

Revenue, means the sales value of Marine GPS Equipment

This report studies sales (consumption) of Marine GPS Equipment in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Garmin Bushnell Humminbird Standard Horizon TomTom Magellan Icom



#### Raymarine

Lowrance

ACR

Navico

Simrad

Clarion

Si-Tex

Kenwood

#### Market Segment by States, covering

California

Texas

New York

Florida

Illinois

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Split by applications, this report focuses on sales, market share and growth rate of



Marine GPS Equipment in each application, can be divided into

Application 1

Application 2



# Contents

United States Marine GPS Equipment Market Report 2017

#### 1 MARINE GPS EQUIPMENT OVERVIEW

- 1.1 Product Overview and Scope of Marine GPS Equipment
- 1.2 Classification of Marine GPS Equipment
- 1.2.1 Type I
- 1.2.2 Type II
- 1.3 Application of Marine GPS Equipment
  - 1.3.1 Application
  - 1.3.2 Application

1.4 United States Market Size Sales (Volume) and Revenue (Value) of Marine GPS Equipment (2012-2022)

- 1.4.1 United States Marine GPS Equipment Sales and Growth Rate (2012-2022)
- 1.4.2 United States Marine GPS Equipment Revenue and Growth Rate (2012-2022)

#### 2 UNITED STATES MARINE GPS EQUIPMENT COMPETITION BY MANUFACTURERS

2.1 United States Marine GPS Equipment Sales and Market Share of Key Manufacturers (2015 and 2016)

2.2 United States Marine GPS Equipment Revenue and Share by Manufactures (2015 and 2016)

2.3 United States Marine GPS Equipment Average Price by Manufactures (2015 and 2016)

- 2.4 Marine GPS Equipment Market Competitive Situation and Trends
  - 2.4.1 Marine GPS Equipment Market Concentration Rate
  - 2.4.2 Marine GPS Equipment Market Share of Top 3 and Top 5 Manufacturers
- 2.4.3 Mergers & Acquisitions, Expansion

### 3 UNITED STATES MARINE GPS EQUIPMENT SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2012-2017)

3.1 United States Marine GPS Equipment Sales and Market Share by States (2012-2017)

3.2 United States Marine GPS Equipment Revenue and Market Share by States (2012-2017)



3.3 United States Marine GPS Equipment Price by States (2012-2017)

# 4 UNITED STATES MARINE GPS EQUIPMENT SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2012-2017)

4.1 United States Marine GPS Equipment Sales and Market Share by Type (2012-2017)

4.2 United States Marine GPS Equipment Revenue and Market Share by Type (2012-2017)

4.3 United States Marine GPS Equipment Price by Type (2012-2017)

4.4 United States Marine GPS Equipment Sales Growth Rate by Type (2012-2017)

#### 5 UNITED STATES MARINE GPS EQUIPMENT SALES (VOLUME) BY APPLICATION (2012-2017)

5.1 United States Marine GPS Equipment Sales and Market Share by Application (2012-2017)

5.2 United States Marine GPS Equipment Sales Growth Rate by Application (2012-2017)

5.3 Market Drivers and Opportunities

#### 6 UNITED STATES MARINE GPS EQUIPMENT MANUFACTURERS PROFILES/ANALYSIS

6.1 Garmin

- 6.1.1 Company Basic Information, Manufacturing Base and Competitors
- 6.1.2 Marine GPS Equipment Product Type, Application and Specification
  - 6.1.2.1 Product A

6.1.2.2 Product B

6.1.3 Garmin Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.1.4 Main Business/Business Overview

6.2 Bushnell

6.2.2 Marine GPS Equipment Product Type, Application and Specification

6.2.2.1 Product A

6.2.2.2 Product B

6.2.3 Bushnell Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.2.4 Main Business/Business Overview



6.3 Humminbird

6.3.2 Marine GPS Equipment Product Type, Application and Specification

6.3.2.1 Product A

6.3.2.2 Product B

6.3.3 Humminbird Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.3.4 Main Business/Business Overview

6.4 Standard Horizon

6.4.2 Marine GPS Equipment Product Type, Application and Specification

6.4.2.1 Product A

6.4.2.2 Product B

6.4.3 Standard Horizon Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.4.4 Main Business/Business Overview

6.5 TomTom

6.5.2 Marine GPS Equipment Product Type, Application and Specification

6.5.2.1 Product A

6.5.2.2 Product B

6.5.3 TomTom Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.5.4 Main Business/Business Overview

6.6 Magellan

6.6.2 Marine GPS Equipment Product Type, Application and Specification

6.6.2.1 Product A

6.6.2.2 Product B

6.6.3 Magellan Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.6.4 Main Business/Business Overview

6.7 Icom

6.7.2 Marine GPS Equipment Product Type, Application and Specification

6.7.2.1 Product A

6.7.2.2 Product B

6.7.3 Icom Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.7.4 Main Business/Business Overview

6.8 Furuno

6.8.2 Marine GPS Equipment Product Type, Application and Specification

6.8.2.1 Product A

6.8.2.2 Product B



6.8.3 Furuno Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

6.8.4 Main Business/Business Overview

6.9 Raymarine

6.9.2 Marine GPS Equipment Product Type, Application and Specification

- 6.9.2.1 Product A
- 6.9.2.2 Product B

6.9.3 Raymarine Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

- 6.9.4 Main Business/Business Overview
- 6.10 Lowrance

6.10.2 Marine GPS Equipment Product Type, Application and Specification

- 6.10.2.1 Product A
- 6.10.2.2 Product B

6.10.3 Lowrance Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

- 6.10.4 Main Business/Business Overview
- 6.11 ACR
- 6.12 Navico
- 6.13 Simrad
- 6.14 Clarion
- 6.15 Si-Tex
- 6.16 Kenwood

#### 7 MARINE GPS EQUIPMENT MANUFACTURING COST ANALYSIS

- 7.1 Marine GPS Equipment Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
- 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Marine GPS Equipment

#### **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**



- 8.1 Marine GPS Equipment Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Marine GPS Equipment Major Manufacturers in 2015
- 8.4 Downstream Buyers

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

- 9.1 Marketing Channel
- 9.1.1 Direct Marketing
- 9.1.2 Indirect Marketing
- 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
- 9.2.1 Pricing Strategy
- 9.2.2 Brand Strategy
- 9.2.3 Target Client
- 9.3 Distributors/Traders List

#### **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
- 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

#### 11 UNITED STATES MARINE GPS EQUIPMENT MARKET FORECAST (2017-2022)

- 11.1 United States Marine GPS Equipment Sales, Revenue Forecast (2017-2022)
- 11.2 United States Marine GPS Equipment Sales Forecast by Type (2017-2022)
- 11.3 United States Marine GPS Equipment Sales Forecast by Application (2017-2022)
- 11.4 Marine GPS Equipment Price Forecast (2017-2022)

#### 12 RESEARCH FINDINGS AND CONCLUSION

#### **13 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 Marine GPS Equipment

Table Classification of Marine GPS Equipment

Figure United States Sales Market Share of Marine GPS Equipment by Type in 2015 Table Application of Marine GPS Equipment

Figure United States Sales Market Share of Marine GPS Equipment by Application in 2015

Figure United States Marine GPS Equipment Sales and Growth Rate (2012-2022)

Figure United States Marine GPS Equipment Revenue and Growth Rate (2012-2022)

Table United States Marine GPS Equipment Sales of Key Manufacturers (2015 and 2016)

Table United States Marine GPS Equipment Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Marine GPS Equipment Sales Share by Manufacturers

Figure 2016 Marine GPS Equipment Sales Share by Manufacturers

Table United States Marine GPS Equipment Revenue by Manufacturers (2015 and 2016)

Table United States Marine GPS Equipment Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Marine GPS Equipment Revenue Share by Manufacturers Table 2016 United States Marine GPS Equipment Revenue Share by Manufacturers Table United States Market Marine GPS Equipment Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Marine GPS Equipment Average Price of Key Manufacturers in 2015

Figure Marine GPS Equipment Market Share of Top 3 Manufacturers

Figure Marine GPS Equipment Market Share of Top 5 Manufacturers

Table United States Marine GPS Equipment Sales by States (2012-2017)

Table United States Marine GPS Equipment Sales Share by States (2012-2017)

Figure United States Marine GPS Equipment Sales Market Share by States in 2015 Table United States Marine GPS Equipment Revenue and Market Share by States (2012-2017)

Table United States Marine GPS Equipment Revenue Share by States (2012-2017) Figure Revenue Market Share of Marine GPS Equipment by States (2012-2017) Table United States Marine GPS Equipment Price by States (2012-2017) Table United States Marine GPS Equipment Sales by Type (2012-2017)



Table United States Marine GPS Equipment Sales Share by Type (2012-2017) Figure United States Marine GPS Equipment Sales Market Share by Type in 2015 Table United States Marine GPS Equipment Revenue and Market Share by Type (2012-2017)

Table United States Marine GPS Equipment Revenue Share by Type (2012-2017)Figure Revenue Market Share of Marine GPS Equipment by Type (2012-2017)

 Table United States Marine GPS Equipment Price by Type (2012-2017)

Figure United States Marine GPS Equipment Sales Growth Rate by Type (2012-2017) Table United States Marine GPS Equipment Sales by Application (2012-2017) Table United States Marine GPS Equipment Sales Market Share by Application (2012-2017)

Figure United States Marine GPS Equipment Sales Market Share by Application in 2015

Table United States Marine GPS Equipment Sales Growth Rate by Application (2012-2017)

Figure United States Marine GPS Equipment Sales Growth Rate by Application (2012-2017)

Table Garmin Basic Information List

Table Garmin Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Garmin Marine GPS Equipment Sales Market Share (2012-2017)

Table Bushnell Basic Information List

Table Bushnell Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Bushnell Marine GPS Equipment Sales Market Share (2012-2017)

Table Humminbird Basic Information List

Table Humminbird Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Humminbird Marine GPS Equipment Sales Market Share (2012-2017)

Table Standard Horizon Basic Information List

Table Standard Horizon Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Standard Horizon Marine GPS Equipment Sales Market Share (2012-2017) Table TomTom Basic Information List

Table TomTom Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table TomTom Marine GPS Equipment Sales Market Share (2012-2017)

Table Magellan Basic Information List

Table Magellan Marine GPS Equipment Sales, Revenue, Price and Gross Margin



(2012-2017)

 Table Magellan Marine GPS Equipment Sales Market Share (2012-2017)

Table Icom Basic Information List

Table Icom Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Icom Marine GPS Equipment Sales Market Share (2012-2017)

Table Furuno Basic Information List

Table Furuno Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Furuno Marine GPS Equipment Sales Market Share (2012-2017)

Table Raymarine Basic Information List

Table Raymarine Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Raymarine Marine GPS Equipment Sales Market Share (2012-2017)

Table Lowrance Basic Information List

Table Lowrance Marine GPS Equipment Sales, Revenue, Price and Gross Margin (2012-2017)

Table Lowrance Marine GPS Equipment Sales Market Share (2012-2017)

Table ACR Basic Information List

Table Navico Basic Information List

Table Simrad Basic Information List

Table Clarion Basic Information List

Table Si-Tex Basic Information List

Table Kenwood Basic Information List

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 Marine GPS Equipment

Figure Manufacturing Process Analysis of Marine GPS Equipment

Figure Marine GPS Equipment Industrial Chain Analysis

Table Raw Materials Sources of Marine GPS Equipment Major Manufacturers in 2015

Table Major Buyers of Marine GPS Equipment

Table Distributors/Traders List

Figure United States Marine GPS Equipment Production and Growth Rate Forecast (2017-2022)

Figure United States Marine GPS Equipment Revenue and Growth Rate Forecast (2017-2022)

Table United States Marine GPS Equipment Production Forecast by Type (2017-2022)Table United States Marine GPS Equipment Consumption Forecast by Application



(2017-2022)

Table United States Marine GPS Equipment Sales Forecast by States (2017-2022) Table United States Marine GPS Equipment Sales Share Forecast by States (2017-2022)



#### I would like to order

Product name: United States Marine GPS Equipment Market Report 2017 Product link: <u>https://marketpublishers.com/r/U883CA1BC74EN.html</u> Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: info@marketpublishers.com

#### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/U883CA1BC74EN.html</u>

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

First name: Last name: 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 <u>https://marketpublishers.com/docs/terms.html</u>

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