

# United States Outdoor GPS Devices Market Report 2016

https://marketpublishers.com/r/U8CE9A9EE5CEN.html

Date: September 2016 Pages: 120 Price: US\$ 3,800.00 (Single User License) ID: U8CE9A9EE5CEN

### Abstracts

#### Notes:

Sales, means the sales volume of Outdoor GPS Devices

Revenue, means the sales value of Outdoor GPS Devices

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

Bushnell Corporation (USA)

Bryton Incorporated (Taiwan)

DeLorme (USA)

Garmin International, Inc. (USA)

HOLUX Technology Inc. (Taiwan)

Lowrance Electronics (USA)

MiTAC International Corporation (Taiwan)

Magellan Navigation, Inc. (US)



Mio Technology Corporation (Taiwan)

Navman (New Zealand)

Satmap Systems Ltd. (UK)

TomTom N.V. (The Netherlands)

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

Type I

Type II

Type III

Split by applications, this report focuses on sales, market share and growth rate of Outdoor GPS Devices in each application, can be divided into

Application 1

Application 2

Application 3



# Contents

United States Outdoor GPS Devices Market Report 2016

#### 1 OUTDOOR GPS DEVICES OVERVIEW

- 1.1 Product Overview and Scope of Outdoor GPS Devices
- 1.2 Classification of Outdoor GPS Devices
- 1.2.1 Type I
- 1.2.2 Type II
- 1.2.3 Type III
- 1.3 Application of Outdoor GPS Devices
  - 1.3.1 Application
  - 1.3.2 Application
- 1.3.3 Application

1.4 United States Market Size Sales (Value) and Revenue (Volume) of Outdoor GPS Devices (2011-2021)

1.4.1 United States Outdoor GPS Devices Sales and Growth Rate (2011-2021)

1.4.2 United States Outdoor GPS Devices Revenue and Growth Rate (2011-2021)

#### 2 UNITED STATES OUTDOOR GPS DEVICES COMPETITION BY MANUFACTURERS

2.1 United States Outdoor GPS Devices Sales and Market Share of Key Manufacturers (2015 and 2016)

2.2 United States Outdoor GPS Devices Revenue and Share by Manufactures (2015 and 2016)

2.3 United States Outdoor GPS Devices Average Price by Manufactures (2015 and 2016)

2.4 Outdoor GPS Devices Market Competitive Situation and Trends

- 2.4.1 Outdoor GPS Devices Market Concentration Rate
- 2.4.2 Outdoor GPS Devices Market Share of Top 3 and Top 5 Manufacturers
- 2.4.3 Mergers & Acquisitions, Expansion

#### 3 UNITED STATES OUTDOOR GPS DEVICES SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)

3.1 United States Outdoor GPS Devices Sales and Market Share by Type (2011-2016)3.2 United States Outdoor GPS Devices Revenue and Market Share by Type



(2011-2016)

- 3.3 United States Outdoor GPS Devices Price by Type (2011-2016)
- 3.4 United States Outdoor GPS Devices Sales Growth Rate by Type (2011-2016)

# 4 UNITED STATES OUTDOOR GPS DEVICES SALES (VOLUME) BY APPLICATION (2011-2016)

4.1 United States Outdoor GPS Devices Sales and Market Share by Application (2011-2016)

4.2 United States Outdoor GPS Devices Sales Growth Rate by Application (2011-2016)

4.3 Market Drivers and Opportunities

#### 5 UNITED STATES OUTDOOR GPS DEVICES MANUFACTURERS PROFILES/ANALYSIS

- 5.1 Bushnell Corporation (USA)
  - 5.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 5.1.2 Outdoor GPS Devices Product Type, Application and Specification
  - 5.1.2.1 Type I
  - 5.1.2.2 Type II

5.1.3 Bushnell Corporation (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

- 5.1.4 Main Business/Business Overview
- 5.2 Bryton Incorporated (Taiwan)

5.2.2 Outdoor GPS Devices Product Type, Application and Specification

5.2.2.1 Type I

5.2.2.2 Type II

5.2.3 Bryton Incorporated (Taiwan) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

5.2.4 Main Business/Business Overview

5.3 DeLorme (USA)

5.3.2 Outdoor GPS Devices Product Type, Application and Specification

- 5.3.2.1 Type I
- 5.3.2.2 Type II

5.3.3 DeLorme (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

- 5.3.4 Main Business/Business Overview
- 5.4 Garmin International, Inc. (USA)
  - 5.4.2 Outdoor GPS Devices Product Type, Application and Specification

5.4.2.1 Type I

5.4.2.2 Type II

5.4.3 Garmin International, Inc. (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

5.4.4 Main Business/Business Overview

5.5 HOLUX Technology Inc. (Taiwan)

5.5.2 Outdoor GPS Devices Product Type, Application and Specification

5.5.2.1 Type I

5.5.2.2 Type II

5.5.3 HOLUX Technology Inc. (Taiwan) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

5.5.4 Main Business/Business Overview

5.6 Lowrance Electronics (USA)

5.6.2 Outdoor GPS Devices Product Type, Application and Specification

5.6.2.1 Type I

5.6.2.2 Type II

5.6.3 Lowrance Electronics (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

5.6.4 Main Business/Business Overview

5.7 MiTAC International Corporation (Taiwan)

5.7.2 Outdoor GPS Devices Product Type, Application and Specification

- 5.7.2.1 Type I
- 5.7.2.2 Type II

5.7.3 MiTAC International Corporation (Taiwan) Outdoor GPS Devices Sales,

Revenue, Price and Gross Margin (2011-2016)

5.7.4 Main Business/Business Overview

5.8 Magellan Navigation, Inc. (US)

5.8.2 Outdoor GPS Devices Product Type, Application and Specification

5.8.2.1 Type I

5.8.2.2 Type II

5.8.3 Magellan Navigation, Inc. (US) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

- 5.8.4 Main Business/Business Overview
- 5.9 Mio Technology Corporation (Taiwan)

5.9.2 Outdoor GPS Devices Product Type, Application and Specification

5.9.2.1 Type I

5.9.2.2 Type II

5.9.3 Mio Technology Corporation (Taiwan) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)



- 5.9.4 Main Business/Business Overview
- 5.10 Navman (New Zealand)
- 5.10.2 Outdoor GPS Devices Product Type, Application and Specification
  - 5.10.2.1 Type I
  - 5.10.2.2 Type II

5.10.3 Navman (New Zealand) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

- 5.10.4 Main Business/Business Overview
- 5.11 Satmap Systems Ltd. (UK)
- 5.12 TomTom N.V. (The Netherlands)

#### **6 OUTDOOR GPS DEVICES MANUFACTURING COST ANALYSIS**

- 6.1 Outdoor GPS Devices Key Raw Materials Analysis
- 6.1.1 Key Raw Materials
- 6.1.2 Price Trend of Key Raw Materials
- 6.1.3 Key Suppliers of Raw Materials
- 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
  - 6.2.1 Raw Materials
  - 6.2.2 Labor Cost
- 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Outdoor GPS Devices

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

- 7.1 Outdoor GPS Devices Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Outdoor GPS Devices Major Manufacturers in 2015
- 7.4 Downstream Buyers

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

- 8.1 Marketing Channel
  - 8.1.1 Direct Marketing
  - 8.1.2 Indirect Marketing
  - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
  - 8.2.1 Pricing Strategy



8.2.2 Brand Strategy8.2.3 Target Client8.3 Distributors/Traders List

#### 9 MARKET EFFECT FACTORS ANALYSIS

- 9.1 Technology Progress/Risk
  - 9.1.1 Substitutes Threat
  - 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

#### 10 UNITED STATES OUTDOOR GPS DEVICES MARKET FORECAST (2016-2021)

- 10.1 United States Outdoor GPS Devices Sales, Revenue Forecast (2016-2021)
- 10.2 United States Outdoor GPS Devices Sales Forecast by Type (2016-2021)
- 10.3 United States Outdoor GPS Devices Sales Forecast by Application (2016-2021)
- 10.4 Outdoor GPS Devices Price Forecast (2016-2021)

#### 11 RESEARCH FINDINGS AND CONCLUSION

#### **12 APPENDIX**

Author List Disclosure Section Research Methodology Data Source Disclaimer



## **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Outdoor GPS Devices

Table Classification of Outdoor GPS Devices

Figure United States Sales Market Share of Outdoor GPS Devices by Type in 2015 Table Application of Outdoor GPS Devices

Figure United States Sales Market Share of Outdoor GPS Devices by Application in 2015

Figure United States Outdoor GPS Devices Sales and Growth Rate (2011-2021)

Figure United States Outdoor GPS Devices Revenue and Growth Rate (2011-2021)

Table United States Outdoor GPS Devices Sales of Key Manufacturers (2015 and 2016)

Table United States Outdoor GPS Devices Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Outdoor GPS Devices Sales Share by Manufacturers

Figure 2016 Outdoor GPS Devices Sales Share by Manufacturers

Table United States Outdoor GPS Devices Revenue by Manufacturers (2015 and 2016) Table United States Outdoor GPS Devices Revenue Share by Manufacturers (2015 and 2016)

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

Figure United States Market Outdoor GPS Devices Average Price of Key Manufacturers in 2015

Figure Outdoor GPS Devices Market Share of Top 3 Manufacturers

Figure Outdoor GPS Devices Market Share of Top 5 Manufacturers

Table United States Outdoor GPS Devices Sales by Type (2011-2016)

Table United States Outdoor GPS Devices Sales Share by Type (2011-2016)

Figure United States Outdoor GPS Devices Sales Market Share by Type in 2015

Table United States Outdoor GPS Devices Revenue and Market Share by Type (2011-2016)

Table United States Outdoor GPS Devices Revenue Share by Type (2011-2016) Figure Revenue Market Share of Outdoor GPS Devices by Type (2011-2016) Table United States Outdoor GPS Devices Price by Type (2011-2016)

Figure United States Outdoor GPS Devices Sales Growth Rate by Type (2011-2016)

Table United States Outdoor GPS Devices Sales by Application (2011-2016)



Table United States Outdoor GPS Devices Sales Market Share by Application (2011-2016)

Figure United States Outdoor GPS Devices Sales Market Share by Application in 2015

Table United States Outdoor GPS Devices Sales Growth Rate by Application (2011-2016)

Figure United States Outdoor GPS Devices Sales Growth Rate by Application (2011-2016)

Table Bushnell Corporation (USA) Basic Information List

Table Bushnell Corporation (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Figure Bushnell Corporation (USA) Outdoor GPS Devices Sales Market Share (2011-2016)

Table Bryton Incorporated (Taiwan) Basic Information List

Table Bryton Incorporated (Taiwan) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Bryton Incorporated (Taiwan) Outdoor GPS Devices Sales Market Share (2011-2016)

Table DeLorme (USA) Basic Information List

Table DeLorme (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table DeLorme (USA) Outdoor GPS Devices Sales Market Share (2011-2016)

Table Garmin International, Inc. (USA) Basic Information List

Table Garmin International, Inc. (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Garmin International, Inc. (USA) Outdoor GPS Devices Sales Market Share (2011-2016)

Table HOLUX Technology Inc. (Taiwan) Basic Information List

Table HOLUX Technology Inc. (Taiwan) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table HOLUX Technology Inc. (Taiwan) Outdoor GPS Devices Sales Market Share (2011-2016)

Table Lowrance Electronics (USA) Basic Information List

Table Lowrance Electronics (USA) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Lowrance Electronics (USA) Outdoor GPS Devices Sales Market Share (2011-2016)

Table MiTAC International Corporation (Taiwan) Basic Information List

Table MiTAC International Corporation (Taiwan) Outdoor GPS Devices Sales,

Revenue, Price and Gross Margin (2011-2016)



Table MiTAC International Corporation (Taiwan) Outdoor GPS Devices Sales Market Share (2011-2016)

Table Magellan Navigation, Inc. (US) Basic Information List

Table Magellan Navigation, Inc. (US) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Magellan Navigation, Inc. (US) Outdoor GPS Devices Sales Market Share (2011-2016)

Table Mio Technology Corporation (Taiwan) Basic Information List

Table Mio Technology Corporation (Taiwan) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Mio Technology Corporation (Taiwan) Outdoor GPS Devices Sales Market Share (2011-2016)

Table Navman (New Zealand) Basic Information List

Table Navman (New Zealand) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Navman (New Zealand) Outdoor GPS Devices Sales Market Share (2011-2016) Table Satmap Systems Ltd. (UK) Basic Information List

Table Satmap Systems Ltd. (UK) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table Satmap Systems Ltd. (UK) Outdoor GPS Devices Sales Market Share (2011-2016)

Table TomTom N.V. (The Netherlands) Basic Information List

Table TomTom N.V. (The Netherlands) Outdoor GPS Devices Sales, Revenue, Price and Gross Margin (2011-2016)

Table TomTom N.V. (The Netherlands) Outdoor GPS Devices Sales Market Share (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 Outdoor GPS Devices

Figure Manufacturing Process Analysis of Outdoor GPS Devices

Figure Outdoor GPS Devices Industrial Chain Analysis

Table Raw Materials Sources of Outdoor GPS Devices Major Manufacturers in 2015

Table Major Buyers of Outdoor GPS Devices

Table Distributors/Traders List

Figure United States Outdoor GPS Devices Production and Growth Rate Forecast (2016-2021)

Figure United States Outdoor GPS Devices Revenue and Growth Rate Forecast (2016-2021)



Table United States Outdoor GPS Devices Production Forecast by Type (2016-2021) Table United States Outdoor GPS Devices Consumption Forecast by Application (2016-2021)



#### I would like to order

Product name: United States Outdoor GPS Devices Market Report 2016 Product link: https://marketpublishers.com/r/U8CE9A9EE5CEN.html 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/U8CE9A9EE5CEN.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