

# Portable Navigation Devices (PND) Market: Under-penetration Offers Growth Opportunities



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Globally, the satellite navigation system is still a nascent industry with market penetration of only 4% and this offers lucrative opportunities for all the players in the supply chain of this industry.

Western Europe and North America are the potential markets for Portable Navigation Systems, a technology/medium for automobile satellite navigation system. However, still these two regions remain massively under-penetrated with Europe's satellite navigation penetration currently stands at only 15% and in North America at 4%.

Enormous market opportunities have attracted a number of players. Since, the satellite navigation industry has low barriers to entry, the list of entrants is long and growing. But there are only a few leading players that have dominance in this industry.

Globally, TomTom is the undisputed leader in the portable navigation industry with Garmin following the leader. TomTom has market dominance in Europe, the region that adopted the portable navigation devices earlier than North America and currently accounts for around 80% of the global sales of these devices. However, Garmin has the majority market share in North America, where penetration is low but opportunities are huge.

The report analyzes the growth and future of automobile satellite navigation industry specifically the portable navigation devices or PND industry. It is a study of the two geographic regions – Western Europe and North America, the major markets for PNDs. The report further looks into the market opportunities created by increasing car sales in these two regions and the falling prices of the portable navigation devices. The business strategies and segment profile of two major players in the industry – TomTom and Garmin has been studied. Also, the report assesses the navigation electronic map industry that powers the navigation devices.

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