
Description:

“Global GNSS chip market to exhibit significant growth between 2016 and 2022”

The GNSS chip market is expected to grow at a CAGR of 7.9% between 2016 and 2022 to reach USD 5.22 billion by 2022. The key driving factors for the growth of the GNSS chip market include the growing need for wearable electronics; rising demand for real-time analysis in surveying, navigation, mapping, and other positioning applications; and high penetration of electronic devices, wearables, and connecting devices. However, high initial investments are restraining the growth of the GNSS chip market.

“Smartphone to dominate the GNSS chip market during the forecast period”

Smartphones held the largest size of the GNSS chip market in 2015. GNSS chips in smartphones are used for applications such as location-based services (LBS), online games, and mobile geographic information systems (GISs), among others. Smartphones are expected to hold the largest size of the GNSS chip market during the forecast period due to the increasing demand in developing countries and the need for real-time information pertaining to the exact location of vehicles, individuals, and other assets.

“Automotive vertical to hold a major share of the GNSS chip market during the forecast period”

The market for the automotive vertical is expected to grow at a high rate between 2016 and 2022. GNSS chips are being used in the automotive sector in applications such as connected cars and in-vehicle systems. Vehicle-detection and surveillance technologies are continuously being upgraded for enhanced speed monitoring, traffic counting, and vehicle classification. Connected cars are equipped with devices that enable Internet access using GNSS chips and allow them to communicate with other cars on the road and infrastructure—including traffic stop signals, satellites, cloud-based services, and road-side antennas, among others.

“APAC to be the fastest-growing market for GNSS chip during the forecast period”

APAC is expected to be the fastest-growing market for GNSS chip during the forecast period. The major consumer electronics manufacturers in APAC are focused toward launching new and innovative products that require real-time data for tracking and recording particular locations using various devices such as smartphones, wearable devices, tablets, and so on. Therefore, the ongoing technological advancements in the consumer electronics sector and the growing popularity of wearable devices in APAC are fueling the growth of the GNSS chip market in this region.

The break-up of the profiles of primary participants for the report has been given below:

- By Company Type: Tier 1 - 45%, Tier 2 - 30%, and Tier 3 - 25%
- By Designation: C-Level Executives - 63% and Directors - 37%
- By Region: North America - 33%, Europe - 23%, APAC - 32%, and RoW - 12%

The key players operating in the GNSS chip market include Qualcomm Incorporated (U.S.), STMicroelectronics N.V. (Switzerland), Intel Corporation (U.S.), Mediatek Inc. (Taiwan), U-Blox Holdings AG (Switzerland), Broadcom Corporation (U.S.), Furuno Electric Co., Ltd. (Japan), Skyworks Solutions, Inc. (U.S.), Quectel Wireless Solutions Co., Ltd. (China), and Navika Electronics (India).

Research Coverage:

The research report on the global GNSS chip market covers the market on the basis of device, application, vertical, and geography. The market, on the basis of devices, has been segmented into smartphones, personal navigation devices (PNDs), tablets, in-vehicle systems (IVSs), and others. On the basis of verticals,
the GNSS chip market has been classified into consumer electronics, construction, agriculture, automotive, military and defense, and marine. Further, the GNSS chip market, on the basis of application, has been segmented into navigation, mapping, surveying, telematics, and others. The report covers four major geographical regions, namely, North America, Europe, APAC, and RoW.

Key Benefits of Buying the Report:

- Illustrative segmentation, analysis, and forecast for the market based on device, application, vertical, and geography have been conducted to give an overall view of the GNSS chip market.
- The Porter's five forces framework has been utilized, along with the value chain analysis, to provide an in-depth insight into the GNSS chip market.
- The major drivers, restraints, opportunities, and challenges for the flexible battery market have been detailed in this report.
- The report includes a detailed competitive landscape, along with key players, in-depth analysis, and revenue of the key players.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Study Scope
   1.3.1 Years Considered for the Study
   1.4 Currency
   1.5 Package Size
   1.6 Limitations
   1.7 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data From Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Key Data Points From Primary Sources
         2.1.2.2 Key Industry Insights
      2.1.3 Breakdown of Primary Interviews
   2.2 Market Size Estimation
      2.2.1 Bottom-Up Approach
         2.2.1.1 Approach for Capturing the Market Share By Bottom-Up Analysis
      2.2.2 Top-Down Approach
         2.2.2.1 Approach for Capturing the Market Share By Top-Down Analysis
   2.3 Market Breakdown & Data Triangulation
   2.4 Research Assumptions

3 Executive Summary

4 Introduction
   4.1 Attractive Opportunities in the GNSS Chip Market
   4.2 GNSS Chip Market, By Device
   4.3 GNSS Chip Market, By Application
   4.4 GNSS Chip Market, By Vertical and Geography
   4.5 GNSS Chip Market, By Geography
   4.6 GNSS Chip Market in Major Countries/Regions

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
      5.2.1 By Device
      5.2.2 By Application
      5.2.3 By Vertical
      5.2.4 By Geography
   5.3 Market Dynamics
      5.3.1 Drivers
         5.3.1.1 Increasing Demand for Accurate Real-Time Data
5.3.1.2 High Penetration of Consumer Electronic Devices
5.3.1.3 Rising Demand for High-Speed Internet and Network Coverage Such as 4g/5g Enabled Devices
5.3.1.4 Growing Popularity of IoT
5.3.2 Restraints
5.3.2.1 High Initial Investments in Agricultural Applications
5.3.3 Opportunities
5.3.3.1 Increasing Demand for Unmanned Aerial Vehicles (UAVS) in Several Applications
5.3.3.2 Growing Demand for Wearables Electronics
5.3.4 Challenges
5.3.4.1 Indoor Navigation

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter's Five Forces Analysis
6.3.1 Threat of New Entrants
6.3.2 Threat of Substitutes
6.3.3 Bargaining Power of Buyers
6.3.4 Bargaining Power of Suppliers
6.3.5 Intensity of Competitive Rivalry

7 GNSS Chip Market, By GNSS Receiver
7.1 Introduction
7.2 Global Positioning System (GPS)
7.3 Galileo
7.4 Global Navigation Satellite System (GloNASS)
7.5 Satellite-Based Augmentation System (SBAS)
7.6 Beidou Navigation Satellite System

8 GNSS Chip Market, By Device
8.1 Introduction
8.2 Smartphones
8.2.1 Rising Trend of Miniaturization Driving the Demand for GNSS Chips in Smartphones
8.3 Tablets
8.3.1 Large Screen Size Considered as the Primary Advantage of Tablets
8.4 Personal Navigation Devices
8.4.1 Cost-Effective, Portable, Universal, and Can Be Easily Upgraded
8.5 In-Vehicle Systems
8.5.1 Increased Standard of Living, Changing Preferences of Buyers, and Increased Average Miles is Driving the Market for In-Vehicle Systems
8.6 Others (Wearable Devices and Digital Cameras)

9 GNSS Chip Market, By Application
9.1 Introduction
9.2 Navigation
9.3 Mapping
9.4 Surveying
9.5 Location-Based Services
9.5.1 Augmented Reality
9.6 Telematics
9.7 Timing and Synchronization
9.8 Others
9.8.1 Gaming
9.8.2 Weather Forecasting

10 GNSS Chip Market, By Vertical
10.1 Introduction
10.2 Consumer Electronics
10.3 Construction
10.3.1 Commercial
10.3.2 Non-Commercial
10.4 Agriculture
10.4.1 Automatic Steering and Tractor Guidance
10.5 Automotive
10.6 Military & Defense
10.7 Marine
10.7.1 Traffic Management
10.7.2 Merchant Vessels
10.7.3 Fishing Vessels
10.8 Transport
10.8.1 Rail

11 GNSS Chip Market, By Geography
11.1 Introduction
11.2 North America
11.2.1 U.S.
11.2.2 Canada
11.2.3 Mexico
11.3 Europe
11.3.1 Germany
11.3.2 U.K.
11.3.3 France
11.3.4 RoE
11.4 Asia-Pacific (APAC)
11.4.1 China
11.4.2 Japan
11.4.3 South Korea
11.4.4 Taiwan
11.4.5 RoAPAC
11.5 Rest of the World (RoW)
11.5.1 South America
11.5.2 Middle East
11.5.3 Africa

12 Competitive Landscape
12.1 Overview
12.2 Ranking Analysis of the Players in the GNSS Chip Market
12.3 Competitive Situations and Trends
12.3.1 New Product Launches & Developments
12.3.2 Partnerships and Agreements/ Collaborations
12.3.3 Mergers & Acquisitions
12.3.4 Expansions

13 Company Profiles
(Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)
13.1 Introduction
13.2 Qualcomm Incorporated
13.3 Stmicroelectronics N.V.
13.4 Mediatek Inc.
13.5 U-Blox Holdings AG
13.6 Broadcom Corporation
13.7 Intel Corporation
13.8 Furuno Electric Co., Ltd.
13.9 Skyworks Solutions, Inc.
13.10 Quectel Wireless Solutions Co., Ltd.
13.11 Navika Electronics
13.12 Key Innovators
13.12.1 Eagle Uav Services
13.12.2 Misfit Inc.
13.12.3 Hemisphere GNSS

- Details on Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

14 Appendix
14.1 Insights of Industry Experts

List of Tables

Table 1 GNSS Chip Market, (In Terms of Value and Volume) (2013-2022)
Table 2 GNSS Chip Market, By Device
Table 3 GNSS Chip Market, By Application
Table 4 GNSS Chip Market, By Vertical
Table 5 SBAS in Different Countries
Table 6 GNSS Chip Market, By Device, 2013-2022 (USD Million)
Table 7 GNSS Chip Market for Smartphones, By Application, 2013-2022 (USD Million)
Table 8 GNSS Chip Market for Smartphones, By Vertical, 2013-2022 (USD Million)
Table 9 GNSS Chip Market for Smartphones, By Region, 2013-2022 (USD Million)
Table 10 GNSS Chip Market for Tablets, By Application, 2013-2022 (USD Million)
Table 11 GNSS Chip Market for Tablets, By Vertical, 2013-2022 (USD Million)
Table 12 GNSS Chip Market for Tablets, By Region, 2013-2022 (USD Million)
Table 13 GNSS Chip Market for Personal Navigation Devices, By Application, 2013-2022 (USD Million)
Table 14 GNSS Chip Market for Personal Navigation Devices, By Vertical, 2013-2022 (USD Million)
Table 15 GNSS Chip Market for In-Vehicle Systems, By Application, 2013-2022 (USD Million)
Table 16 GNSS Chip Market for In-Vehicle Systems, By Vertical, 2013-2022 (USD Million)
Table 17 GNSS Chip Market for In-Vehicle Systems, By Region, 2013-2022 (USD Million)
Table 18 GNSS Chip Market for Mapping, By Application, 2013-2022 (USD Million)
Table 19 GNSS Chip Market for Mapping, By Vertical, 2013-2022 (USD Million)
Table 20 GNSS Chip Market for Mapping, By Region, 2013-2022 (USD Million)
Table 21 GNSS Chip Market for Surveying, By Application, 2013-2022 (USD Million)
Table 22 GNSS Chip Market for Surveying, By Vertical, 2013-2022 (USD Million)
Table 23 GNSS Chip Market for Surveying, By Region, 2013-2022 (USD Million)
Table 24 GNSS Chip Market for Surveying, By Device, 2013-2022 (USD Million)
Table 25 GNSS Chip Market for Consumer Electronics, ByApplication, 2013-2022 (USD Million)
Table 26 GNSS Chip Market for Consumer Electronics, By Vertical, 2013-2022 (USD Million)
Table 27 GNSS Chip Market for Consumer Electronics, By Region, 2013-2022 (USD Million)
Table 28 GNSS Chip Market for Location-Based Services, By Application, 2013-2022 (USD Million)
Table 29 GNSS Chip Market for Location-Based Services, By Vertical, 2013-2022 (USD Million)
Table 30 GNSS Chip Market for Location-Based Services, By Region, 2013-2022 (USD Million)
Table 31 GNSS Chip Market for Telematics, By Application, 2013-2022 (USD Million)
Table 32 GNSS Chip Market for Telematics, By Vertical, 2013-2022 (USD Million)
Table 33 GNSS Chip Market for Telematics, By Region, 2013-2022 (USD Million)
Table 34 GNSS Chip Market for Timing & Synchronization, By Application, 2013-2022 (USD Million)
Table 35 GNSS Chip Market for Timing & Synchronization, By Vertical, 2013-2022 (USD Million)
Table 36 GNSS Chip Market for Timing & Synchronization, By Region, 2013-2022 (USD Million)
Table 37 GNSS Chip Market for Other Applications, By Application, 2013-2022 (USD Million)
Table 38 GNSS Chip Market for Other Applications, By Vertical, 2013-2022 (USD Million)
Table 39 GNSS Chip Market for Other Applications, By Region, 2013-2022 (USD Million)
Table 40 GNSS Chip Market, By Application, 2013-2022 (USD Million)
Table 41 GNSS Chip Market, By Vertical, 2013-2022 (USD Million)
Table 42 GNSS Chip Market, By Region, 2013-2022 (USD Million)
Table 43 GNSS Chip Market for Agriculture, By Device, 2013-2022 (USD Million)
Table 44 GNSS Chip Market for Agriculture, By Vertical, 2013-2022 (USD Million)
Table 45 GNSS Chip Market for Agriculture, By Region, 2013-2022 (USD Million)
Table 46 GNSS Chip Market for Marine, By Device, 2013-2022 (USD Million)
Table 47 GNSS Chip Market for Marine, By Vertical, 2013-2022 (USD Million)
Table 48 GNSS Chip Market for Marine, By Region, 2013-2022 (USD Million)
Table 49 GNSS Chip Market for Transport, By Device, 2013-2022 (USD Million)
Table 50 GNSS Chip Market for Transport, By Vertical, 2013-2022 (USD Million)
Table 51 GNSS Chip Market for Transport, By Region, 2013-2022 (USD Million)
Table 52 GNSS Chip Market for Surveying, By Device, 2013-2022 (USD Million)
Table 53 GNSS Chip Market for Surveying, By Vertical, 2013-2022 (USD Million)
Table 54 GNSS Chip Market for Surveying, By Region, 2013-2022 (USD Million)
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