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Auto and telecom market is driving the Satellite Navigation market in China, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Satellite Navigation Market in China 2011 report covering a market with strong growth potential. It is a part of Netscribes' Information Technology Series reports.

Mumbai, India – Oct 3, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Satellite Navigation Market in China 2011*. The increase in demand for navigation services from a wide spectrum of consumer segments such as automobile and telecom industry is expected to drive the market.

The report begins with a snapshot about the global scenario in the satellite navigation market. The section outlines the global satellite navigation systems such as Global Positioning System, GLONASS, Galileo and COMPASS developed by the U.S., Russia, European Union and China. It also provides the global market size and growth from 2005 to 2013e along with the sectors generating demand for the forecasted period 2013, when the global market is expected to be worth USD 239 bn. This is followed by an overview of the satellite navigation industry in China indicating its historical market size (2009) and forecasted market size (2015e and 2020e), growth (2009-2020e) and the industries which are the key application areas, such as, aviation, communication, transport. The report also provides a value chain of the industry that involves the operators, service providers and chip providers that complete the satellite navigation market.

An analysis of the factors driving the demand for satellite navigation products explains that the growing automotive industry, growing telecommunication industry, entry of mapping portals, government regulation are increasing the market size of the industry. The cumulative effect caused by these factors is expected to generate strong demand for the satellite navigation products and services.

The satellite navigation industry is witnessing the emergence of a new navigation system developed by China namely, Beidou, also known as COMPASS. This system is expected to give tough competition to the other navigation systems operating in China developed by other countries like USA, European Union and Russia. Although, the system is still at the nascent stage but it is gradually developing with strong support from the Government. The report provides a timeline illustrating the gradual rise and development of the system as the Government of China plays an instrumental role in the development of the industry. An in-depth analysis of the latest and oldest satellite navigation system draws out a comparison between the COMPASS and GPS satellite navigation system (GPS holds 95% of the Chinese Satellite Navigation market share). The report also provides the key trends that the satellite navigation market is witnessing with the rise of the Beidou Satellite Navigation System (COMPASS).

The report contains a brief analysis about the competitive landscape of the industry. It has categorized the key players (manufactures of the navigation system enabled devices) on the basis of parameters such as, revenue, net profit and market capitalization. A ranking chart and a bubble chart have been shown with the key players. Competition section also provides profiles of major domestic and foreign players in the market. The section contains a snapshot of their corporation, operational segments and business highlights, providing an insight into the existing competitive scenario.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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