

SPECIAL REPORT

How has navigation been hit by the recession?



The navigation market was predicted to experience steady growth but the global recession and consumer hesitation have resulted in changes in both market share and sales for all sectors within the navigation industry.

In a SPECIAL REPORT, SBD provides answers to many of the questions asked by the navigation industry about the impact of the recession.



'The impact of recession on the navigation market'

This SPECIAL REPORT will help you to:

- Understand the impact of the recession on the three primary navigation systems
- Gain an interim projection of changes in market share and sales volume over the next 2-3 years
- Know how the navigation market will look once the recession subsides
- Identify competitor activities

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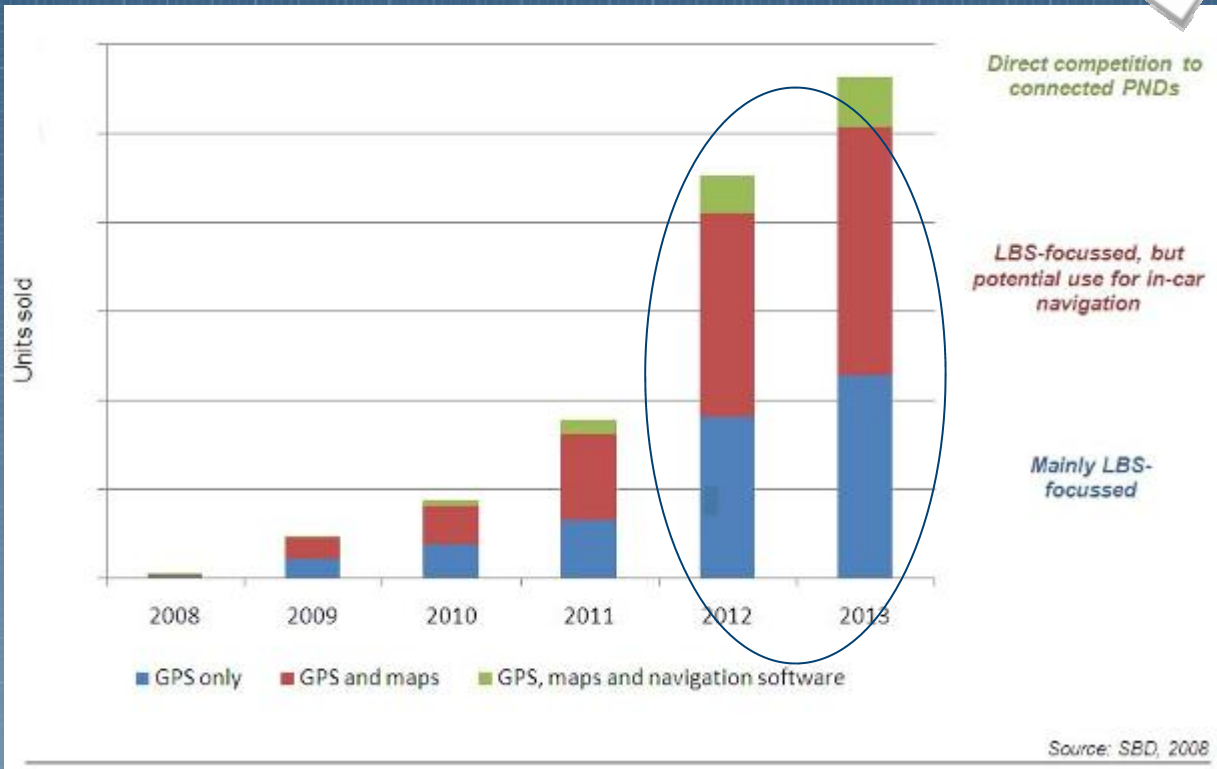
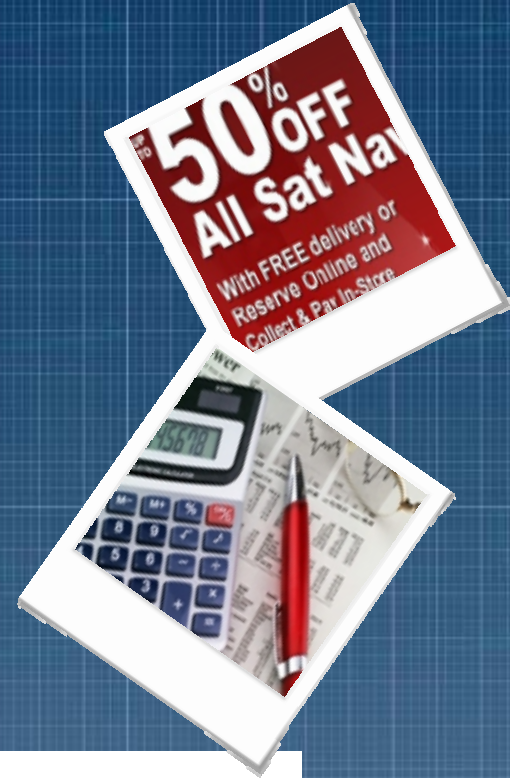
»» Low cost & connected services, a new look to navigation...

As all the major international markets head towards recession, every industry has been affected in one way or the other. The European automotive industry is witnessing its worst car sales in 10 years. Sales in Western Europe dropped by over 25% in November 2008 compared to November 2007, with some countries experiencing a dip of over 50%.

Tier 1 suppliers, who have enjoyed long-established partnerships with vehicle manufacturers, are feeling the pressure to develop low-cost systems brought about by increasing competition, not only from other Tier 1 suppliers, but also from PND manufacturers who are entering the embedded navigation market.

The commoditisation of entry-level PNDs, together with falling profit margins has forced PND manufacturers to investigate new features that will give them a competitive advantage. As a result, the market has seen new partnerships forming with mobile phone operators and mapping suppliers to integrate navigation solutions into mobile phones.

PNDs, however, still have their place in the market as only a small proportion of smartphones are in direct competition to PNDs. (see below)



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- Help you grow your business by giving you the reassurance of knowing which technologies you should develop
- Help you reduce your costs by saving you both planning and implementation time

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Feedback Form

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This report analyses the changing landscape of digital mapping, outlining the growing demand for digital mapping and analysing how map attributes are likely to change over the next 3-5 years.

Additionally, this report also highlights the growing need for map updates and ways in which vehicle manufacturers and PND suppliers can meet consumer demands.



OE Embedded Navigation in China

In this report, SBD provides analysis of the OE embedded navigation market in China. It assesses fitment rates, market size and maturity, and examines the relationships between vehicle manufacturers and their navigation system and digital map suppliers.

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