



Brussels, 29 May 2012

## P R E S S   R E L E A S E

# GSA releases 2012 Sat Nav Market Report

The European GNSS Agency (GSA) has published its second Global Satellite Navigation System (GNSS) Market Report, providing key information to entrepreneurs in the satellite navigation sector.

GNSS market forecasting is of great interest to private and public GNSS stakeholders, for business and strategic planning and policymaking. According to the new GSA report, the worldwide GNSS market is growing fast and the total market size is expected to increase at an average of 13% per year until 2016.

The total enabled GNSS market size is expected to stabilise in the latter half of the decade due to market saturation, price erosion and platform convergence. Global shipments of GNSS devices are lower than previously forecasted up until 2015 yet are forecasted to continue growing to over 1.1 billion units per year.

### Expanding coverage

Following up on the first GNSS Market Report published in 2010, the GSA's 2012 Report includes an analysis of two new sectors: maritime and surveying. Relevant examples from EU research projects have also been included for each sector.

### 2012 Report Highlights

- Road and Location-Based Services (LBS) still in the lead

Road and LBS dominate GNSS device sales (54% and 44% respectively). LBS constitutes 87% of the total GNSS market in terms of units sold and GNSS penetration in smartphones is set to increase from 30% today to almost 100% in 2020. For road navigation, traditional Personal Navigation Devices (PNDs) will gradually disappear from the European market yet remain present in other regions in the form of low cost OEM products. Smartphones and in-vehicle devices will be the preferred means of navigation.

- Commercial aviation use will grow

In the Aviation sector, the segment that will see the greatest growth in terms of GNSS equipment revenues will be Commercial Aviation, surpassing general and business aviation by 2018.

- GNSS use in Agriculture continues to rise

In agriculture the current positive growth trend will continue; low cost precision agriculture solutions based on EGNOS are driving GNSS adoption by farmers in Europe.

- Surveying: a growing opportunity

In surveying, the construction segment is dominating the market in terms of units and value. North America is leading in terms of market penetration but the other regions will catch up by 2020 as GNSS is rapidly replacing the traditional surveying and mapping methods in Europe and around the world.

- Safer seas with GNSS

In the open sea segment, shipments of search-and-rescue (SAR) beacons will exceed those of other categories making the SAR segment the largest in terms of shipments and second largest in terms of market size.

The 2012 GSA Market Monitoring Report can be downloaded free here:

[http://egnos-portal.gsa.europa.eu/sites/default/files/content/Market\\_Report\\_GSA\\_2012.pdf](http://egnos-portal.gsa.europa.eu/sites/default/files/content/Market_Report_GSA_2012.pdf)

Market development for EGNOS and Galileo

The European GNSS Agency (GSA), a European Union agency, works with the European Commission on a range of market development activities aimed at helping European entrepreneurs and businesses – especially high tech small and medium-sized enterprises (SMEs), business incubators and related networks – commercially exploit EGNOS and Galileo. Such promotional activities will help ensure that European industry maintains a competitive edge in the global satellite navigation marketplace.

# # # #

For more information:

Donna Reay, Head of Communications  
European GNSS Agency (GSA)  
Rue de la Loi, 56, B-1049 Brussels, Belgium  
Tel: +32 2 298 52 10, Fax: +32 2 296 72 38, Mobile: + 32 498 98 52 10  
[donna.reay@gsa.europa.eu](mailto:donna.reay@gsa.europa.eu)  
[www.gsa.europa.eu](http://www.gsa.europa.eu)  
[www.egnos-portal.eu](http://www.egnos-portal.eu)