

# Global GNSS Global Navigation Satellite System Positioning Chips Market Research Report 2023(Status and Outlook)

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## Abstracts

### Report Overview

Global Navigation Satellite System (GNSS) is a satellite system that covers the whole world and allows users with compatible devices to process signals from satellites to determine their position, speed and time. GNSS signals are provided by various satellite positioning systems, including global and regional constellations and satellite-based augmentation systems.

This report studies the positioning chip market for navigation satellite systems.

The Asia-Pacific region is the largest consumer market for GNSS Positioning Chips, accounting for more than 65% of the revenue market share, followed by North America and Europe. The top three manufacturers are Qualcomm, Broadcom and MediaTek, which account for more than 50% of the revenue market share in together. GNSS Positioning Chips are divided into high-precision and standard-precision types, mainly used in smartphone, tablet PC, on-board system, digital camera and other fields.

Bosson Research's latest report provides a deep insight into the global GNSS Global Navigation Satellite System Positioning Chips market covering all its essential aspects.

This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global GNSS Global Navigation Satellite System Positioning Chips Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the

main competitors and deeply understand the competition pattern of the market. In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the GNSS Global Navigation Satellite System Positioning Chips market in any manner.

### Global GNSS Global Navigation Satellite System Positioning Chips Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### Key Company

Qualcomm Technologies, Inc.

Broadcom Inc.

MediaTek Inc.

U-blox

ST

Furuno Electric

unicorecomm

MENGXIN TECHNOLOGY

Allystar Technology

Hangzhou Zhongke Microelectronics Co., Ltd.

Techtoto

#### Market Segmentation (by Type)

High-precision GNSS Positioning Chips

Standard-precision GNSS Positioning Chips

#### Market Segmentation (by Application)

Mountain Bicycle

Road Bicycle

Commuting Bicycle

#### Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the GNSS Global Navigation Satellite System Positioning Chips Market

Overview of the regional outlook of the GNSS Global Navigation Satellite System Positioning Chips Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the GNSS Global Navigation Satellite System Positioning Chips Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

1.1 Market Definition and Statistical Scope of GNSS Global Navigation Satellite System Positioning Chips

1.2 Key Market Segments

1.2.1 GNSS Global Navigation Satellite System Positioning Chips Segment by Type

1.2.2 GNSS Global Navigation Satellite System Positioning Chips Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

### **2 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET OVERVIEW**

2.1 Global Market Overview

2.1.1 Global GNSS Global Navigation Satellite System Positioning Chips Market Size (M USD) Estimates and Forecasts (2018-2029)

2.1.2 Global GNSS Global Navigation Satellite System Positioning Chips Sales Estimates and Forecasts (2018-2029)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET COMPETITIVE LANDSCAPE**

3.1 Global GNSS Global Navigation Satellite System Positioning Chips Sales by Manufacturers (2018-2023)

3.2 Global GNSS Global Navigation Satellite System Positioning Chips Revenue Market Share by Manufacturers (2018-2023)

3.3 GNSS Global Navigation Satellite System Positioning Chips Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global GNSS Global Navigation Satellite System Positioning Chips Average Price by Manufacturers (2018-2023)

3.5 Manufacturers GNSS Global Navigation Satellite System Positioning Chips Sales Sites, Area Served, Product Type

3.6 GNSS Global Navigation Satellite System Positioning Chips Market Competitive Situation and Trends

3.6.1 GNSS Global Navigation Satellite System Positioning Chips Market Concentration Rate

3.6.2 Global 5 and 10 Largest GNSS Global Navigation Satellite System Positioning Chips Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

## **4 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS INDUSTRY CHAIN ANALYSIS**

4.1 GNSS Global Navigation Satellite System Positioning Chips Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global GNSS Global Navigation Satellite System Positioning Chips Sales Market Share by Type (2018-2023)

6.3 Global GNSS Global Navigation Satellite System Positioning Chips Market Size

Market Share by Type (2018-2023)

6.4 Global GNSS Global Navigation Satellite System Positioning Chips Price by Type (2018-2023)

## **7 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global GNSS Global Navigation Satellite System Positioning Chips Market Sales by Application (2018-2023)

7.3 Global GNSS Global Navigation Satellite System Positioning Chips Market Size (M USD) by Application (2018-2023)

7.4 Global GNSS Global Navigation Satellite System Positioning Chips Sales Growth Rate by Application (2018-2023)

## **8 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET SEGMENTATION BY REGION**

8.1 Global GNSS Global Navigation Satellite System Positioning Chips Sales by Region

8.1.1 Global GNSS Global Navigation Satellite System Positioning Chips Sales by Region

8.1.2 Global GNSS Global Navigation Satellite System Positioning Chips Sales Market Share by Region

8.2 North America

8.2.1 North America GNSS Global Navigation Satellite System Positioning Chips Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe GNSS Global Navigation Satellite System Positioning Chips Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific GNSS Global Navigation Satellite System Positioning Chips Sales

## by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

## 8.5 South America

8.5.1 South America GNSS Global Navigation Satellite System Positioning Chips

## Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

## 8.6 Middle East and Africa

8.6.1 Middle East and Africa GNSS Global Navigation Satellite System Positioning

## Chips Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## 9 KEY COMPANIES PROFILE

### 9.1 Qualcomm Technologies, Inc.

9.1.1 Qualcomm Technologies, Inc. GNSS Global Navigation Satellite System Positioning Chips Basic Information

9.1.2 Qualcomm Technologies, Inc. GNSS Global Navigation Satellite System Positioning Chips Product Overview

9.1.3 Qualcomm Technologies, Inc. GNSS Global Navigation Satellite System Positioning Chips Product Market Performance

9.1.4 Qualcomm Technologies, Inc. Business Overview

9.1.5 Qualcomm Technologies, Inc. GNSS Global Navigation Satellite System Positioning Chips SWOT Analysis

9.1.6 Qualcomm Technologies, Inc. Recent Developments

### 9.2 Broadcom Inc.

9.2.1 Broadcom Inc. GNSS Global Navigation Satellite System Positioning Chips Basic Information

9.2.2 Broadcom Inc. GNSS Global Navigation Satellite System Positioning Chips Product Overview

9.2.3 Broadcom Inc. GNSS Global Navigation Satellite System Positioning Chips  
Product Market Performance

9.2.4 Broadcom Inc. Business Overview

9.2.5 Broadcom Inc. GNSS Global Navigation Satellite System Positioning Chips  
SWOT Analysis

9.2.6 Broadcom Inc. Recent Developments

9.3 MediaTek Inc.

9.3.1 MediaTek Inc. GNSS Global Navigation Satellite System Positioning Chips Basic  
Information

9.3.2 MediaTek Inc. GNSS Global Navigation Satellite System Positioning Chips  
Product Overview

9.3.3 MediaTek Inc. GNSS Global Navigation Satellite System Positioning Chips  
Product Market Performance

9.3.4 MediaTek Inc. Business Overview

9.3.5 MediaTek Inc. GNSS Global Navigation Satellite System Positioning Chips  
SWOT Analysis

9.3.6 MediaTek Inc. Recent Developments

9.4 U-blox

9.4.1 U-blox GNSS Global Navigation Satellite System Positioning Chips Basic  
Information

9.4.2 U-blox GNSS Global Navigation Satellite System Positioning Chips Product  
Overview

9.4.3 U-blox GNSS Global Navigation Satellite System Positioning Chips Product  
Market Performance

9.4.4 U-blox Business Overview

9.4.5 U-blox GNSS Global Navigation Satellite System Positioning Chips SWOT  
Analysis

9.4.6 U-blox Recent Developments

9.5 ST

9.5.1 ST GNSS Global Navigation Satellite System Positioning Chips Basic  
Information

9.5.2 ST GNSS Global Navigation Satellite System Positioning Chips Product  
Overview

9.5.3 ST GNSS Global Navigation Satellite System Positioning Chips Product Market  
Performance

9.5.4 ST Business Overview

9.5.5 ST GNSS Global Navigation Satellite System Positioning Chips SWOT Analysis

9.5.6 ST Recent Developments

9.6 Furuno Electric

9.6.1 Furuno Electric GNSS Global Navigation Satellite System Positioning Chips  
Basic Information

9.6.2 Furuno Electric GNSS Global Navigation Satellite System Positioning Chips  
Product Overview

9.6.3 Furuno Electric GNSS Global Navigation Satellite System Positioning Chips  
Product Market Performance

9.6.4 Furuno Electric Business Overview

9.6.5 Furuno Electric Recent Developments

9.7 unicorecomm

9.7.1 unicorecomm GNSS Global Navigation Satellite System Positioning Chips Basic  
Information

9.7.2 unicorecomm GNSS Global Navigation Satellite System Positioning Chips  
Product Overview

9.7.3 unicorecomm GNSS Global Navigation Satellite System Positioning Chips  
Product Market Performance

9.7.4 unicorecomm Business Overview

9.7.5 unicorecomm Recent Developments

9.8 MENGXIN TECHNOLOGY

9.8.1 MENGXIN TECHNOLOGY GNSS Global Navigation Satellite System Positioning  
Chips Basic Information

9.8.2 MENGXIN TECHNOLOGY GNSS Global Navigation Satellite System Positioning  
Chips Product Overview

9.8.3 MENGXIN TECHNOLOGY GNSS Global Navigation Satellite System Positioning  
Chips Product Market Performance

9.8.4 MENGXIN TECHNOLOGY Business Overview

9.8.5 MENGXIN TECHNOLOGY Recent Developments

9.9 Allystar Technology

9.9.1 Allystar Technology GNSS Global Navigation Satellite System Positioning Chips  
Basic Information

9.9.2 Allystar Technology GNSS Global Navigation Satellite System Positioning Chips  
Product Overview

9.9.3 Allystar Technology GNSS Global Navigation Satellite System Positioning Chips  
Product Market Performance

9.9.4 Allystar Technology Business Overview

9.9.5 Allystar Technology Recent Developments

9.10 Hangzhou Zhongke Microelectronics Co., Ltd.

9.10.1 Hangzhou Zhongke Microelectronics Co., Ltd. GNSS Global Navigation  
Satellite System Positioning Chips Basic Information

9.10.2 Hangzhou Zhongke Microelectronics Co., Ltd. GNSS Global Navigation

## Satellite System Positioning Chips Product Overview

9.10.3 Hangzhou Zhongke Microelectronics Co., Ltd. GNSS Global Navigation

## Satellite System Positioning Chips Product Market Performance

9.10.4 Hangzhou Zhongke Microelectronics Co., Ltd. Business Overview

9.10.5 Hangzhou Zhongke Microelectronics Co., Ltd. Recent Developments

## 9.11 Techtotop

9.11.1 Techtotop GNSS Global Navigation Satellite System Positioning Chips Basic Information

9.11.2 Techtotop GNSS Global Navigation Satellite System Positioning Chips Product Overview

9.11.3 Techtotop GNSS Global Navigation Satellite System Positioning Chips Product Market Performance

9.11.4 Techtotop Business Overview

9.11.5 Techtotop Recent Developments

## **10 GNSS GLOBAL NAVIGATION SATELLITE SYSTEM POSITIONING CHIPS MARKET FORECAST BY REGION**

10.1 Global GNSS Global Navigation Satellite System Positioning Chips Market Size Forecast

10.2 Global GNSS Global Navigation Satellite System Positioning Chips Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe GNSS Global Navigation Satellite System Positioning Chips Market Size Forecast by Country

10.2.3 Asia Pacific GNSS Global Navigation Satellite System Positioning Chips Market Size Forecast by Region

10.2.4 South America GNSS Global Navigation Satellite System Positioning Chips Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of GNSS Global Navigation Satellite System Positioning Chips by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2024-2029)**

11.1 Global GNSS Global Navigation Satellite System Positioning Chips Market Forecast by Type (2024-2029)

11.1.1 Global Forecasted Sales of GNSS Global Navigation Satellite System Positioning Chips by Type (2024-2029)

11.1.2 Global GNSS Global Navigation Satellite System Positioning Chips Market Size

Forecast by Type (2024-2029)

11.1.3 Global Forecasted Price of GNSS Global Navigation Satellite System

Positioning Chips by Type (2024-2029)

11.2 Global GNSS Global Navigation Satellite System Positioning Chips Market

Forecast by Application (2024-2029)

11.2.1 Global GNSS Global Navigation Satellite System Positioning Chips Sales (K Units) Forecast by Application

11.2.2 Global GNSS Global Navigation Satellite System Positioning Chips Market Size (M USD) Forecast by Application (2024-2029)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. GNSS Chip Market Size Comparison by Region (M USD)
- Table 5. Global GNSS Chip Sales (K Units) by Manufacturers (2018-2023)
- Table 6. Global GNSS Chip Sales Market Share by Manufacturers (2018-2023)
- Table 7. Global GNSS Chip Revenue (M USD) by Manufacturers (2018-2023)
- Table 8. Global GNSS Chip Revenue Share by Manufacturers (2018-2023)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in GNSS Chip as of 2022)
- Table 10. Global Market GNSS Chip Average Price (USD/Unit) of Key Manufacturers (2018-2023)
- Table 11. Manufacturers GNSS Chip Sales Sites and Area Served
- Table 12. Manufacturers GNSS Chip Product Type
- Table 13. Global GNSS Chip Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of GNSS Chip
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. GNSS Chip Market Challenges
- Table 22. Market Restraints
- Table 23. Global GNSS Chip Sales by Type (K Units)
- Table 24. Global GNSS Chip Market Size by Type (M USD)
- Table 25. Global GNSS Chip Sales (K Units) by Type (2018-2023)
- Table 26. Global GNSS Chip Sales Market Share by Type (2018-2023)
- Table 27. Global GNSS Chip Market Size (M USD) by Type (2018-2023)
- Table 28. Global GNSS Chip Market Size Share by Type (2018-2023)
- Table 29. Global GNSS Chip Price (USD/Unit) by Type (2018-2023)
- Table 30. Global GNSS Chip Sales (K Units) by Application
- Table 31. Global GNSS Chip Market Size by Application
- Table 32. Global GNSS Chip Sales by Application (2018-2023) & (K Units)
- Table 33. Global GNSS Chip Sales Market Share by Application (2018-2023)

- Table 34. Global GNSS Chip Sales by Application (2018-2023) & (M USD)
- Table 35. Global GNSS Chip Market Share by Application (2018-2023)
- Table 36. Global GNSS Chip Sales Growth Rate by Application (2018-2023)
- Table 37. Global GNSS Chip Sales by Region (2018-2023) & (K Units)
- Table 38. Global GNSS Chip Sales Market Share by Region (2018-2023)
- Table 39. North America GNSS Chip Sales by Country (2018-2023) & (K Units)
- Table 40. Europe GNSS Chip Sales by Country (2018-2023) & (K Units)
- Table 41. Asia Pacific GNSS Chip Sales by Region (2018-2023) & (K Units)
- Table 42. South America GNSS Chip Sales by Country (2018-2023) & (K Units)
- Table 43. Middle East and Africa GNSS Chip Sales by Region (2018-2023) & (K Units)
- Table 44. Qualcomm GNSS Chip Basic Information
- Table 45. Qualcomm GNSS Chip Product Overview
- Table 46. Qualcomm GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 47. Qualcomm Business Overview
- Table 48. Qualcomm GNSS Chip SWOT Analysis
- Table 49. Qualcomm Recent Developments
- Table 50. Broadcom GNSS Chip Basic Information
- Table 51. Broadcom GNSS Chip Product Overview
- Table 52. Broadcom GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 53. Broadcom Business Overview
- Table 54. Broadcom GNSS Chip SWOT Analysis
- Table 55. Broadcom Recent Developments
- Table 56. Mediatek GNSS Chip Basic Information
- Table 57. Mediatek GNSS Chip Product Overview
- Table 58. Mediatek GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 59. Mediatek Business Overview
- Table 60. Mediatek GNSS Chip SWOT Analysis
- Table 61. Mediatek Recent Developments
- Table 62. U-blox GNSS Chip Basic Information
- Table 63. U-blox GNSS Chip Product Overview
- Table 64. U-blox GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 65. U-blox Business Overview
- Table 66. U-blox GNSS Chip SWOT Analysis
- Table 67. U-blox Recent Developments
- Table 68. STM GNSS Chip Basic Information

- Table 69. STM GNSS Chip Product Overview
- Table 70. STM GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 71. STM Business Overview
- Table 72. STM GNSS Chip SWOT Analysis
- Table 73. STM Recent Developments
- Table 74. Intel GNSS Chip Basic Information
- Table 75. Intel GNSS Chip Product Overview
- Table 76. Intel GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 77. Intel Business Overview
- Table 78. Intel Recent Developments
- Table 79. Furuno Electric GNSS Chip Basic Information
- Table 80. Furuno Electric GNSS Chip Product Overview
- Table 81. Furuno Electric GNSS Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 82. Furuno Electric Business Overview
- Table 83. Furuno Electric Recent Developments
- Table 84. Global GNSS Chip Sales Forecast by Region (2024-2029) & (K Units)
- Table 85. Global GNSS Chip Market Size Forecast by Region (2024-2029) & (M USD)
- Table 86. North America GNSS Chip Sales Forecast by Country (2024-2029) & (K Units)
- Table 87. North America GNSS Chip Market Size Forecast by Country (2024-2029) & (M USD)
- Table 88. Europe GNSS Chip Sales Forecast by Country (2024-2029) & (K Units)
- Table 89. Europe GNSS Chip Market Size Forecast by Country (2024-2029) & (M USD)
- Table 90. Asia Pacific GNSS Chip Sales Forecast by Region (2024-2029) & (K Units)
- Table 91. Asia Pacific GNSS Chip Market Size Forecast by Region (2024-2029) & (M USD)
- Table 92. South America GNSS Chip Sales Forecast by Country (2024-2029) & (K Units)
- Table 93. South America GNSS Chip Market Size Forecast by Country (2024-2029) & (M USD)
- Table 94. Middle East and Africa GNSS Chip Consumption Forecast by Country (2024-2029) & (Units)
- Table 95. Middle East and Africa GNSS Chip Market Size Forecast by Country (2024-2029) & (M USD)
- Table 96. Global GNSS Chip Sales Forecast by Type (2024-2029) & (K Units)
- Table 97. Global GNSS Chip Market Size Forecast by Type (2024-2029) & (M USD)

Table 98. Global GNSS Chip Price Forecast by Type (2024-2029) & (USD/Unit)

Table 99. Global GNSS Chip Sales (K Units) Forecast by Application (2024-2029)

Table 100. Global GNSS Chip Market Size Forecast by Application (2024-2029) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of GNSS Chip
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global GNSS Chip Market Size (M USD), 2018-2029
- Figure 5. Global GNSS Chip Market Size (M USD) (2018-2029)
- Figure 6. Global GNSS Chip Sales (K Units) & (2018-2029)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. GNSS Chip Market Size by Country (M USD)
- Figure 11. GNSS Chip Sales Share by Manufacturers in 2022
- Figure 12. Global GNSS Chip Revenue Share by Manufacturers in 2022
- Figure 13. GNSS Chip Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2018 Vs 2022
- Figure 14. Global Market GNSS Chip Average Price (USD/Unit) of Key Manufacturers in 2022
- Figure 15. The Global 5 and 10 Largest Players: Market Share by GNSS Chip Revenue in 2022
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global GNSS Chip Market Share by Type
- Figure 18. Sales Market Share of GNSS Chip by Type (2018-2023)
- Figure 19. Sales Market Share of GNSS Chip by Type in 2022
- Figure 20. Market Size Share of GNSS Chip by Type (2018-2023)
- Figure 21. Market Size Market Share of GNSS Chip by Type in 2022
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global GNSS Chip Market Share by Application
- Figure 24. Global GNSS Chip Sales Market Share by Application (2018-2023)
- Figure 25. Global GNSS Chip Sales Market Share by Application in 2022
- Figure 26. Global GNSS Chip Market Share by Application (2018-2023)
- Figure 27. Global GNSS Chip Market Share by Application in 2022
- Figure 28. Global GNSS Chip Sales Growth Rate by Application (2018-2023)
- Figure 29. Global GNSS Chip Sales Market Share by Region (2018-2023)
- Figure 30. North America GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 31. North America GNSS Chip Sales Market Share by Country in 2022
- Figure 32. U.S. GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)

- Figure 33. Canada GNSS Chip Sales (K Units) and Growth Rate (2018-2023)
- Figure 34. Mexico GNSS Chip Sales (Units) and Growth Rate (2018-2023)
- Figure 35. Europe GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 36. Europe GNSS Chip Sales Market Share by Country in 2022
- Figure 37. Germany GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 38. France GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 39. U.K. GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 40. Italy GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 41. Russia GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 42. Asia Pacific GNSS Chip Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific GNSS Chip Sales Market Share by Region in 2022
- Figure 44. China GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 45. Japan GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 46. South Korea GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 47. India GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 48. Southeast Asia GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 49. South America GNSS Chip Sales and Growth Rate (K Units)
- Figure 50. South America GNSS Chip Sales Market Share by Country in 2022
- Figure 51. Brazil GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 52. Argentina GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 53. Columbia GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 54. Middle East and Africa GNSS Chip Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa GNSS Chip Sales Market Share by Region in 2022
- Figure 56. Saudi Arabia GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 57. UAE GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 58. Egypt GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 59. Nigeria GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 60. South Africa GNSS Chip Sales and Growth Rate (2018-2023) & (K Units)
- Figure 61. Global GNSS Chip Sales Forecast by Volume (2018-2029) & (K Units)
- Figure 62. Global GNSS Chip Market Size Forecast by Value (2018-2029) & (M USD)
- Figure 63. Global GNSS Chip Sales Market Share Forecast by Type (2024-2029)
- Figure 64. Global GNSS Chip Market Share Forecast by Type (2024-2029)
- Figure 65. Global GNSS Chip Sales Forecast by Application (2024-2029)
- Figure 66. Global GNSS Chip Market Share Forecast by Application (2024-2029)

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