

# Global Outdoor Positioning Chip Market Research Report 2026(Status and Outlook)

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## Abstracts

Outdoor positioning chip, a chip that can receive signals from the global satellite positioning system and other satellite navigation systems. It determines the distance between the receiver and the satellite by measuring the delay of the satellite signal. At least 3 satellite signals are required to determine the position of the receiver on the earth. The chip has high precision and stability and is widely used in automobile navigation, aviation navigation, logistics tracking and other fields.

The global Outdoor Positioning Chip market size was estimated at USD 2366.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Outdoor Positioning Chip market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Outdoor Positioning Chip market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding

of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Outdoor Positioning Chip market.

## **Global Outdoor Positioning Chip Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Qualcomm  
HiSilicon  
Broadcom  
u?blox  
MTK  
Sony  
UNISOC  
Allystar Technology  
Unicore Communications  
Goke Microelectronics  
Shenzhen Ferry Smart Co.,Ltd

### **Market Segmentation (by Type)**

GNSS  
4G and 5G  
UWB

Others

### **Market Segmentation (by Application)**

UAV Positioning and Navigation

Smart Wearable Devices

Autonomous Driving Vehicles

Warehousing and Logistics

Others

### **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 Outdoor Positioning Chip Market

Overview of the regional outlook of the Outdoor Positioning Chip Market:

### **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 Outdoor Positioning Chip 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 shares the main producing countries of Outdoor Positioning Chip, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **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 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**

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## Contents

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

- 1.1 Market Definition and Statistical Scope of Outdoor Positioning Chip
- 1.2 Key Market Segments
  - 1.2.1 Outdoor Positioning Chip Segment by Type
  - 1.2.2 Outdoor Positioning Chip 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 OUTDOOR POSITIONING CHIP MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Outdoor Positioning Chip Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Outdoor Positioning Chip Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 OUTDOOR POSITIONING CHIP MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Outdoor Positioning Chip Product Life Cycle
- 3.3 Global Outdoor Positioning Chip Sales by Manufacturers (2020-2025)
- 3.4 Global Outdoor Positioning Chip Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Outdoor Positioning Chip Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Outdoor Positioning Chip Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Outdoor Positioning Chip Market Competitive Situation and Trends
  - 3.8.1 Outdoor Positioning Chip Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Outdoor Positioning Chip Players Market Share by Revenue

### 3.8.3 Mergers & Acquisitions, Expansion

## **4 OUTDOOR POSITIONING CHIP INDUSTRY CHAIN ANALYSIS**

### 4.1 Outdoor Positioning Chip 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 OUTDOOR POSITIONING CHIP MARKET**

### 5.1 Key Development Trends

### 5.2 Driving Factors

### 5.3 Market Challenges

### 5.4 Industry News

#### 5.4.1 New Product Developments

#### 5.4.2 Mergers & Acquisitions

#### 5.4.3 Expansions

#### 5.4.4 Collaboration/Supply Contracts

### 5.5 PEST Analysis

#### 5.5.1 Industry Policies Analysis

#### 5.5.2 Economic Environment Analysis

#### 5.5.3 Social Environment Analysis

#### 5.5.4 Technological Environment Analysis

### 5.6 Global Outdoor Positioning Chip Market Porter's Five Forces Analysis

#### 5.6.1 Global Trade Frictions

#### 5.6.2 U.S. Tariff Policy ? April 2025

#### 5.6.3 Global Trade Frictions and Their Impacts to Outdoor Positioning Chip Market

### 5.7 ESG Ratings of Leading Companies

## **6 OUTDOOR POSITIONING CHIP MARKET SEGMENTATION BY TYPE**

### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

### 6.2 Global Outdoor Positioning Chip Sales Market Share by Type (2020-2025)

### 6.3 Global Outdoor Positioning Chip Market Size by Type (2020-2025)

### 6.4 Global Outdoor Positioning Chip Price by Type (2020-2025)

## **7 OUTDOOR POSITIONING CHIP MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Outdoor Positioning Chip Market Sales by Application (2020-2025)
- 7.3 Global Outdoor Positioning Chip Market Size (M USD) by Application (2020-2025)
- 7.4 Global Outdoor Positioning Chip Sales Growth Rate by Application (2020-2025)

## **8 OUTDOOR POSITIONING CHIP MARKET SALES BY REGION**

- 8.1 Global Outdoor Positioning Chip Sales by Region
  - 8.1.1 Global Outdoor Positioning Chip Sales by Region
  - 8.1.2 Global Outdoor Positioning Chip Sales Market Share by Region
- 8.2 Global Outdoor Positioning Chip Market Size by Region
  - 8.2.1 Global Outdoor Positioning Chip Market Size by Region
  - 8.2.2 Global Outdoor Positioning Chip Market Size by Region
- 8.3 North America
  - 8.3.1 North America Outdoor Positioning Chip Sales by Country
  - 8.3.2 North America Outdoor Positioning Chip Market Size by Country
  - 8.3.3 U.S. Market Overview
  - 8.3.4 Canada Market Overview
  - 8.3.5 Mexico Market Overview
- 8.4 Europe
  - 8.4.1 Europe Outdoor Positioning Chip Sales by Country
  - 8.4.2 Europe Outdoor Positioning Chip Market Size by Country
  - 8.4.3 Germany Market Overview
  - 8.4.4 France Market Overview
  - 8.4.5 U.K. Market Overview
  - 8.4.6 Italy Market Overview
  - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
  - 8.5.1 Asia Pacific Outdoor Positioning Chip Sales by Region
  - 8.5.2 Asia Pacific Outdoor Positioning Chip Market Size by Region
  - 8.5.3 China Market Overview
  - 8.5.4 Japan Market Overview
  - 8.5.5 South Korea Market Overview
  - 8.5.6 India Market Overview
  - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
  - 8.6.1 South America Outdoor Positioning Chip Sales by Country
  - 8.6.2 South America Outdoor Positioning Chip Market Size by Country

- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa Outdoor Positioning Chip Sales by Region
  - 8.7.2 Middle East and Africa Outdoor Positioning Chip Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 OUTDOOR POSITIONING CHIP MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Outdoor Positioning Chip by Region(2020-2025)
- 9.2 Global Outdoor Positioning Chip Revenue Market Share by Region (2020-2025)
- 9.3 Global Outdoor Positioning Chip Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Outdoor Positioning Chip Production
  - 9.4.1 North America Outdoor Positioning Chip Production Growth Rate (2020-2025)
  - 9.4.2 North America Outdoor Positioning Chip Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Outdoor Positioning Chip Production
  - 9.5.1 Europe Outdoor Positioning Chip Production Growth Rate (2020-2025)
  - 9.5.2 Europe Outdoor Positioning Chip Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Outdoor Positioning Chip Production (2020-2025)
  - 9.6.1 Japan Outdoor Positioning Chip Production Growth Rate (2020-2025)
  - 9.6.2 Japan Outdoor Positioning Chip Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Outdoor Positioning Chip Production (2020-2025)
  - 9.7.1 China Outdoor Positioning Chip Production Growth Rate (2020-2025)
  - 9.7.2 China Outdoor Positioning Chip Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Qualcomm
  - 10.1.1 Qualcomm Basic Information

- 10.1.2 Qualcomm Outdoor Positioning Chip Product Overview
- 10.1.3 Qualcomm Outdoor Positioning Chip Product Market Performance
- 10.1.4 Qualcomm Business Overview
- 10.1.5 Qualcomm SWOT Analysis
- 10.1.6 Qualcomm Recent Developments
- 10.2 HiSilicon
  - 10.2.1 HiSilicon Basic Information
  - 10.2.2 HiSilicon Outdoor Positioning Chip Product Overview
  - 10.2.3 HiSilicon Outdoor Positioning Chip Product Market Performance
  - 10.2.4 HiSilicon Business Overview
  - 10.2.5 HiSilicon SWOT Analysis
  - 10.2.6 HiSilicon Recent Developments
- 10.3 Broadcom
  - 10.3.1 Broadcom Basic Information
  - 10.3.2 Broadcom Outdoor Positioning Chip Product Overview
  - 10.3.3 Broadcom Outdoor Positioning Chip Product Market Performance
  - 10.3.4 Broadcom Business Overview
  - 10.3.5 Broadcom SWOT Analysis
  - 10.3.6 Broadcom Recent Developments
- 10.4 u?blox
  - 10.4.1 u?blox Basic Information
  - 10.4.2 u?blox Outdoor Positioning Chip Product Overview
  - 10.4.3 u?blox Outdoor Positioning Chip Product Market Performance
  - 10.4.4 u?blox Business Overview
  - 10.4.5 u?blox Recent Developments
- 10.5 MTK
  - 10.5.1 MTK Basic Information
  - 10.5.2 MTK Outdoor Positioning Chip Product Overview
  - 10.5.3 MTK Outdoor Positioning Chip Product Market Performance
  - 10.5.4 MTK Business Overview
  - 10.5.5 MTK Recent Developments
- 10.6 Sony
  - 10.6.1 Sony Basic Information
  - 10.6.2 Sony Outdoor Positioning Chip Product Overview
  - 10.6.3 Sony Outdoor Positioning Chip Product Market Performance
  - 10.6.4 Sony Business Overview
  - 10.6.5 Sony Recent Developments
- 10.7 UNISOC
  - 10.7.1 UNISOC Basic Information

- 10.7.2 UNISOC Outdoor Positioning Chip Product Overview
- 10.7.3 UNISOC Outdoor Positioning Chip Product Market Performance
- 10.7.4 UNISOC Business Overview
- 10.7.5 UNISOC Recent Developments
- 10.8 Allystar Technology
  - 10.8.1 Allystar Technology Basic Information
  - 10.8.2 Allystar Technology Outdoor Positioning Chip Product Overview
  - 10.8.3 Allystar Technology Outdoor Positioning Chip Product Market Performance
  - 10.8.4 Allystar Technology Business Overview
  - 10.8.5 Allystar Technology Recent Developments
- 10.9 Unicore Communications
  - 10.9.1 Unicore Communications Basic Information
  - 10.9.2 Unicore Communications Outdoor Positioning Chip Product Overview
  - 10.9.3 Unicore Communications Outdoor Positioning Chip Product Market Performance
  - 10.9.4 Unicore Communications Business Overview
  - 10.9.5 Unicore Communications Recent Developments
- 10.10 Goke Microelectronics
  - 10.10.1 Goke Microelectronics Basic Information
  - 10.10.2 Goke Microelectronics Outdoor Positioning Chip Product Overview
  - 10.10.3 Goke Microelectronics Outdoor Positioning Chip Product Market Performance
  - 10.10.4 Goke Microelectronics Business Overview
  - 10.10.5 Goke Microelectronics Recent Developments
- 10.11 Shenzhen Ferry Smart Co.,Ltd
  - 10.11.1 Shenzhen Ferry Smart Co.,Ltd Basic Information
  - 10.11.2 Shenzhen Ferry Smart Co.,Ltd Outdoor Positioning Chip Product Overview
  - 10.11.3 Shenzhen Ferry Smart Co.,Ltd Outdoor Positioning Chip Product Market Performance
  - 10.11.4 Shenzhen Ferry Smart Co.,Ltd Business Overview
  - 10.11.5 Shenzhen Ferry Smart Co.,Ltd Recent Developments

## **11 OUTDOOR POSITIONING CHIP MARKET FORECAST BY REGION**

- 11.1 Global Outdoor Positioning Chip Market Size Forecast
- 11.2 Global Outdoor Positioning Chip Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Outdoor Positioning Chip Market Size Forecast by Country
  - 11.2.3 Asia Pacific Outdoor Positioning Chip Market Size Forecast by Region
  - 11.2.4 South America Outdoor Positioning Chip Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Outdoor Positioning Chip by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

12.1 Global Outdoor Positioning Chip Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Outdoor Positioning Chip by Type (2026-2035)

12.1.2 Global Outdoor Positioning Chip Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Outdoor Positioning Chip by Type (2026-2035)

12.2 Global Outdoor Positioning Chip Market Forecast by Application (2026-2035)

12.2.1 Global Outdoor Positioning Chip Sales (K Units) Forecast by Application

12.2.2 Global Outdoor Positioning Chip Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Outdoor Positioning Chip Market Size by Type (M USD)
- Table 4. Global Outdoor Positioning Chip Market Size by Application
- Table 5. Outdoor Positioning Chip Market Size Comparison by Region (M USD)
- Table 6. Global Outdoor Positioning Chip Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Outdoor Positioning Chip Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Outdoor Positioning Chip Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Outdoor Positioning Chip Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Outdoor Positioning Chip as of 2025)
- Table 11. Global Market Outdoor Positioning Chip Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Outdoor Positioning Chip Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- 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. Outdoor Positioning Chip Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Outdoor Positioning Chip Sales by Type (K Units)
- Table 27. Global Outdoor Positioning Chip Market Size by Type (M USD)
- Table 28. Global Outdoor Positioning Chip Sales (K Units) by Type (2020-2025)

- Table 29. Global Outdoor Positioning Chip Sales Market Share by Type (2020-2025)
- Table 30. Global Outdoor Positioning Chip Market Size (M USD) by Type (2020-2025)
- Table 31. Global Outdoor Positioning Chip Market Share by Type (2020-2025)
- Table 32. Global Outdoor Positioning Chip Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Outdoor Positioning Chip Sales (K Units) by Application
- Table 34. Global Outdoor Positioning Chip Market Size by Application
- Table 35. Global Outdoor Positioning Chip Sales by Application (2020-2025) & (K Units)
- Table 36. Global Outdoor Positioning Chip Sales Market Share by Application (2020-2025)
- Table 37. Global Outdoor Positioning Chip Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Outdoor Positioning Chip Market Share by Application (2020-2025)
- Table 39. Global Outdoor Positioning Chip Sales Growth Rate by Application (2020-2025)
- Table 40. Global Outdoor Positioning Chip Sales by Region (2020-2025) & (K Units)
- Table 41. Global Outdoor Positioning Chip Sales Market Share by Region (2020-2025)
- Table 42. Global Outdoor Positioning Chip Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Outdoor Positioning Chip Market Size by Region (2020-2025)
- Table 44. North America Outdoor Positioning Chip Sales by Country (2020-2025) & (K Units)
- Table 45. North America Outdoor Positioning Chip Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Outdoor Positioning Chip Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Outdoor Positioning Chip Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Outdoor Positioning Chip Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Outdoor Positioning Chip Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Outdoor Positioning Chip Sales by Country (2020-2025) & (K Units)
- Table 51. South America Outdoor Positioning Chip Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Outdoor Positioning Chip Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Outdoor Positioning Chip Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Outdoor Positioning Chip Production (K Units) by Region(2020-2025)

- Table 55. Global Outdoor Positioning Chip Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Outdoor Positioning Chip Revenue Market Share by Region (2020-2025)
- Table 57. Global Outdoor Positioning Chip Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Outdoor Positioning Chip Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Outdoor Positioning Chip Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Outdoor Positioning Chip Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Outdoor Positioning Chip Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Qualcomm Basic Information
- Table 63. Qualcomm Outdoor Positioning Chip Product Overview
- Table 64. Qualcomm Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Qualcomm Business Overview
- Table 66. Qualcomm SWOT Analysis
- Table 67. Qualcomm Recent Developments
- Table 68. HiSilicon Basic Information
- Table 69. HiSilicon Outdoor Positioning Chip Product Overview
- Table 70. HiSilicon Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. HiSilicon Business Overview
- Table 72. HiSilicon SWOT Analysis
- Table 73. HiSilicon Recent Developments
- Table 74. Broadcom Basic Information
- Table 75. Broadcom Outdoor Positioning Chip Product Overview
- Table 76. Broadcom Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Broadcom Business Overview
- Table 78. Broadcom SWOT Analysis
- Table 79. Broadcom Recent Developments
- Table 80. u?blox Basic Information
- Table 81. u?blox Outdoor Positioning Chip Product Overview
- Table 82. u?blox Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. u?blox Business Overview

Table 84. u?blox Recent Developments

Table 85. MTK Basic Information

Table 86. MTK Outdoor Positioning Chip Product Overview

Table 87. MTK Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. MTK Business Overview

Table 89. MTK Recent Developments

Table 90. Sony Basic Information

Table 91. Sony Outdoor Positioning Chip Product Overview

Table 92. Sony Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. Sony Business Overview

Table 94. Sony Recent Developments

Table 95. UNISOC Basic Information

Table 96. UNISOC Outdoor Positioning Chip Product Overview

Table 97. UNISOC Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. UNISOC Business Overview

Table 99. UNISOC Recent Developments

Table 100. Allystar Technology Basic Information

Table 101. Allystar Technology Outdoor Positioning Chip Product Overview

Table 102. Allystar Technology Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Allystar Technology Business Overview

Table 104. Allystar Technology Recent Developments

Table 105. Unicore Communications Basic Information

Table 106. Unicore Communications Outdoor Positioning Chip Product Overview

Table 107. Unicore Communications Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Unicore Communications Business Overview

Table 109. Unicore Communications Recent Developments

Table 110. Goke Microelectronics Basic Information

Table 111. Goke Microelectronics Outdoor Positioning Chip Product Overview

Table 112. Goke Microelectronics Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Goke Microelectronics Business Overview

Table 114. Goke Microelectronics Recent Developments

Table 115. Shenzhen Ferry Smart Co.,Ltd Basic Information

- Table 116. Shenzhen Ferry Smart Co.,Ltd Outdoor Positioning Chip Product Overview
- Table 117. Shenzhen Ferry Smart Co.,Ltd Outdoor Positioning Chip Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Shenzhen Ferry Smart Co.,Ltd Business Overview
- Table 119. Shenzhen Ferry Smart Co.,Ltd Recent Developments
- Table 120. Global Outdoor Positioning Chip Sales Forecast by Region (2026-2035) & (K Units)
- Table 121. Global Outdoor Positioning Chip Market Size Forecast by Region (2026-2035) & (M USD)
- Table 122. North America Outdoor Positioning Chip Sales Forecast by Country (2026-2035) & (K Units)
- Table 123. North America Outdoor Positioning Chip Market Size Forecast by Country (2026-2035) & (M USD)
- Table 124. Europe Outdoor Positioning Chip Sales Forecast by Country (2026-2035) & (K Units)
- Table 125. Europe Outdoor Positioning Chip Market Size Forecast by Country (2026-2035) & (M USD)
- Table 126. Asia Pacific Outdoor Positioning Chip Sales Forecast by Region (2026-2035) & (K Units)
- Table 127. Asia Pacific Outdoor Positioning Chip Market Size Forecast by Region (2026-2035) & (M USD)
- Table 128. South America Outdoor Positioning Chip Sales Forecast by Country (2026-2035) & (K Units)
- Table 129. South America Outdoor Positioning Chip Market Size Forecast by Country (2026-2035) & (M USD)
- Table 130. Middle East and Africa Outdoor Positioning Chip Sales Forecast by Country (2026-2035) & (Units)
- Table 131. Middle East and Africa Outdoor Positioning Chip Market Size Forecast by Country (2026-2035) & (M USD)
- Table 132. Global Outdoor Positioning Chip Sales Forecast by Type (2026-2035) & (K Units)
- Table 133. Global Outdoor Positioning Chip Market Size Forecast by Type (2026-2035) & (M USD)
- Table 134. Global Outdoor Positioning Chip Price Forecast by Type (2026-2035) & (USD/Unit)
- Table 135. Global Outdoor Positioning Chip Sales (K Units) Forecast by Application (2026-2035)
- Table 136. Global Outdoor Positioning Chip Market Size Forecast by Application (2026-2035) & (M USD)



## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Outdoor Positioning Chip
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Outdoor Positioning Chip Market Size (M USD), 2025-2035
- Figure 5. Global Outdoor Positioning Chip Market Size (M USD) (2020-2035)
- Figure 6. Global Outdoor Positioning Chip Sales (K Units) & (2020-2035)
- 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. Outdoor Positioning Chip Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Outdoor Positioning Chip Product Life Cycle
- Figure 13. Outdoor Positioning Chip Sales Share by Manufacturers in 2025
- Figure 14. Global Outdoor Positioning Chip Revenue Share by Manufacturers in 2025
- Figure 15. Outdoor Positioning Chip Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Outdoor Positioning Chip Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Outdoor Positioning Chip Revenue in 2025
- Figure 18. Industry Chain Map of Outdoor Positioning Chip
- Figure 19. Global Outdoor Positioning Chip Market PEST Analysis
- Figure 20. Global Outdoor Positioning Chip Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Outdoor Positioning Chip Market Share by Type
- Figure 27. Sales Market Share of Outdoor Positioning Chip by Type (2020-2025)
- Figure 28. Sales Market Share of Outdoor Positioning Chip by Type in 2025
- Figure 29. Market Share of Outdoor Positioning Chip by Type (2020-2025)
- Figure 30. Market Share of Outdoor Positioning Chip by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Outdoor Positioning Chip Market Share by Application

Figure 33. Global Outdoor Positioning Chip Sales Market Share by Application (2020-2025)

Figure 34. Global Outdoor Positioning Chip Sales Market Share by Application in 2025

Figure 35. Global Outdoor Positioning Chip Market Share by Application (2020-2025)

Figure 36. Global Outdoor Positioning Chip Market Share by Application in 2025

Figure 37. Global Outdoor Positioning Chip Sales Growth Rate by Application (2020-2025)

Figure 38. Global Outdoor Positioning Chip Sales Market Share by Region (2020-2025)

Figure 39. Global Outdoor Positioning Chip Market Size by Region (2020-2025)

Figure 40. North America Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Outdoor Positioning Chip Sales Market Share by Country in 2024

Figure 43. North America Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Outdoor Positioning Chip Market Size by Country in 2024

Figure 45. U.S. Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Outdoor Positioning Chip Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Outdoor Positioning Chip Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Outdoor Positioning Chip Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Outdoor Positioning Chip Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Outdoor Positioning Chip Sales Market Share by Country in 2024

Figure 53. Europe Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Outdoor Positioning Chip Market Size by Country in 2024

Figure 55. Germany Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Outdoor Positioning Chip Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Outdoor Positioning Chip Sales Market Share by Region in 2024

Figure 67. Asia Pacific Outdoor Positioning Chip Market Size by Region in 2024

Figure 68. China Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Outdoor Positioning Chip Sales and Growth Rate (K Units)

Figure 79. South America Outdoor Positioning Chip Sales Market Share by Country in 2024

Figure 80. South America Outdoor Positioning Chip Market Size and Growth Rate (M USD)

Figure 81. South America Outdoor Positioning Chip Market Size by Country in 2024

Figure 82. Brazil Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Outdoor Positioning Chip Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Outdoor Positioning Chip Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Outdoor Positioning Chip Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Outdoor Positioning Chip Market Size by Region in 2024

Figure 92. Saudi Arabia Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K

Units)

Figure 99. Nigeria Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Outdoor Positioning Chip Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Outdoor Positioning Chip Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Outdoor Positioning Chip Production Market Share by Region (2020-2025)

Figure 103. North America Outdoor Positioning Chip Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Outdoor Positioning Chip Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Outdoor Positioning Chip Production (K Units) Growth Rate (2020-2025)

Figure 106. China Outdoor Positioning Chip Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Outdoor Positioning Chip Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Outdoor Positioning Chip Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Outdoor Positioning Chip Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Outdoor Positioning Chip Market Share Forecast by Type (2026-2035)

Figure 111. Global Outdoor Positioning Chip Sales Forecast by Application (2026-2035)

Figure 112. Global Outdoor Positioning Chip Market Share Forecast by Application (2026-2035)

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