

# Global Passive IoT Tags Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Passive IoT Tags competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Passive IoT tags are intelligent identification devices that do not require a built-in power source and rely on external radio frequency signals to activate and transmit information. They are usually based on RFID (radio frequency identification) technology. This type of tag has the advantages of small size, low cost, and long life. It can be embedded in goods, equipment or environments for functions such as object identification, status tracking, and data collection. It is widely used in IoT scenarios such as logistics warehousing, smart retail, asset management, and supply chain monitoring.

The global Passive IoT Tags market size was estimated at USD 810.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Passive IoT Tags 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 Passive IoT Tags 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 Passive IoT Tags market.

### **Global Passive IoT Tags 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**

Impinj  
NXP Semiconductors  
Alien Technology  
Smartrac  
Avery Dennison  
Identiv  
STMicroelectronics  
ThinFilm  
Wiliot  
Invengo  
DMC  
Giantec

Voyantic  
GAO RFID  
Metalcraft  
Checkpoint Systems  
SML Group  
HID Global  
Shanghai Feiju Microelectronics  
Huada Semiconductor  
Juchen Shares  
Arizon RFID Technology  
Zihui Xinlian

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

Low Frequency Passive Tag  
High Frequency Passive Tag  
UHF Passive Tag

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

Logistics Industry  
Manufacturing Industry  
Medical Industry  
Clothing Industry  
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 Passive IoT Tags Market  
Overview of the regional outlook of the Passive IoT Tags 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 Passive IoT Tags 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 Passive IoT Tags, 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 Passive IoT Tags
- 1.2 Key Market Segments
  - 1.2.1 Passive IoT Tags Segment by Type
  - 1.2.2 Passive IoT Tags 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 PASSIVE IOT TAGS MARKET OVERVIEW**

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

### **3 PASSIVE IOT TAGS MARKET COMPETITIVE LANDSCAPE**

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

### **4 PASSIVE IOT TAGS INDUSTRY CHAIN ANALYSIS**

- 4.1 Passive IoT Tags 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 PASSIVE IOT TAGS 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 Passive IoT Tags 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 Passive IoT Tags Market
- 5.7 ESG Ratings of Leading Companies

## **6 PASSIVE IOT TAGS MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Passive IoT Tags Sales Market Share by Type (2020-2025)
- 6.3 Global Passive IoT Tags Market Size by Type (2020-2025)
- 6.4 Global Passive IoT Tags Price by Type (2020-2025)

## **7 PASSIVE IOT TAGS MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Passive IoT Tags Market Sales by Application (2020-2025)
- 7.3 Global Passive IoT Tags Market Size (M USD) by Application (2020-2025)

## 7.4 Global Passive IoT Tags Sales Growth Rate by Application (2020-2025)

# 8 PASSIVE IOT TAGS MARKET SALES BY REGION

## 8.1 Global Passive IoT Tags Sales by Region

### 8.1.1 Global Passive IoT Tags Sales by Region

### 8.1.2 Global Passive IoT Tags Sales Market Share by Region

## 8.2 Global Passive IoT Tags Market Size by Region

### 8.2.1 Global Passive IoT Tags Market Size by Region

### 8.2.2 Global Passive IoT Tags Market Size by Region

## 8.3 North America

### 8.3.1 North America Passive IoT Tags Sales by Country

### 8.3.2 North America Passive IoT Tags 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 Passive IoT Tags Sales by Country

### 8.4.2 Europe Passive IoT Tags 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 Passive IoT Tags Sales by Region

### 8.5.2 Asia Pacific Passive IoT Tags 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 Passive IoT Tags Sales by Country

### 8.6.2 South America Passive IoT Tags 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 Passive IoT Tags Sales by Region
- 8.7.2 Middle East and Africa Passive IoT Tags 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 PASSIVE IOT TAGS MARKET PRODUCTION BY REGION**

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

## **10 KEY COMPANIES PROFILE**

- 10.1 Impinj
  - 10.1.1 Impinj Basic Information
  - 10.1.2 Impinj Passive IoT Tags Product Overview
  - 10.1.3 Impinj Passive IoT Tags Product Market Performance
  - 10.1.4 Impinj Business Overview
  - 10.1.5 Impinj SWOT Analysis
  - 10.1.6 Impinj Recent Developments

## 10.2 NXP Semiconductors

10.2.1 NXP Semiconductors Basic Information

10.2.2 NXP Semiconductors Passive IoT Tags Product Overview

10.2.3 NXP Semiconductors Passive IoT Tags Product Market Performance

10.2.4 NXP Semiconductors Business Overview

10.2.5 NXP Semiconductors SWOT Analysis

10.2.6 NXP Semiconductors Recent Developments

## 10.3 Alien Technology

10.3.1 Alien Technology Basic Information

10.3.2 Alien Technology Passive IoT Tags Product Overview

10.3.3 Alien Technology Passive IoT Tags Product Market Performance

10.3.4 Alien Technology Business Overview

10.3.5 Alien Technology SWOT Analysis

10.3.6 Alien Technology Recent Developments

## 10.4 Smartrac

10.4.1 Smartrac Basic Information

10.4.2 Smartrac Passive IoT Tags Product Overview

10.4.3 Smartrac Passive IoT Tags Product Market Performance

10.4.4 Smartrac Business Overview

10.4.5 Smartrac Recent Developments

## 10.5 Avery Dennison

10.5.1 Avery Dennison Basic Information

10.5.2 Avery Dennison Passive IoT Tags Product Overview

10.5.3 Avery Dennison Passive IoT Tags Product Market Performance

10.5.4 Avery Dennison Business Overview

10.5.5 Avery Dennison Recent Developments

## 10.6 Identiv

10.6.1 Identiv Basic Information

10.6.2 Identiv Passive IoT Tags Product Overview

10.6.3 Identiv Passive IoT Tags Product Market Performance

10.6.4 Identiv Business Overview

10.6.5 Identiv Recent Developments

## 10.7 STMicroelectronics

10.7.1 STMicroelectronics Basic Information

10.7.2 STMicroelectronics Passive IoT Tags Product Overview

10.7.3 STMicroelectronics Passive IoT Tags Product Market Performance

10.7.4 STMicroelectronics Business Overview

10.7.5 STMicroelectronics Recent Developments

## 10.8 Thinfilm

- 10.8.1 Thinfilm Basic Information
- 10.8.2 Thinfilm Passive IoT Tags Product Overview
- 10.8.3 Thinfilm Passive IoT Tags Product Market Performance
- 10.8.4 Thinfilm Business Overview
- 10.8.5 Thinfilm Recent Developments
- 10.9 Wiliot
  - 10.9.1 Wiliot Basic Information
  - 10.9.2 Wiliot Passive IoT Tags Product Overview
  - 10.9.3 Wiliot Passive IoT Tags Product Market Performance
  - 10.9.4 Wiliot Business Overview
  - 10.9.5 Wiliot Recent Developments
- 10.10 Invengo
  - 10.10.1 Invengo Basic Information
  - 10.10.2 Invengo Passive IoT Tags Product Overview
  - 10.10.3 Invengo Passive IoT Tags Product Market Performance
  - 10.10.4 Invengo Business Overview
  - 10.10.5 Invengo Recent Developments
- 10.11 DMC
  - 10.11.1 DMC Basic Information
  - 10.11.2 DMC Passive IoT Tags Product Overview
  - 10.11.3 DMC Passive IoT Tags Product Market Performance
  - 10.11.4 DMC Business Overview
  - 10.11.5 DMC Recent Developments
- 10.12 Giantec
  - 10.12.1 Giantec Basic Information
  - 10.12.2 Giantec Passive IoT Tags Product Overview
  - 10.12.3 Giantec Passive IoT Tags Product Market Performance
  - 10.12.4 Giantec Business Overview
  - 10.12.5 Giantec Recent Developments
- 10.13 Voyantic
  - 10.13.1 Voyantic Basic Information
  - 10.13.2 Voyantic Passive IoT Tags Product Overview
  - 10.13.3 Voyantic Passive IoT Tags Product Market Performance
  - 10.13.4 Voyantic Business Overview
  - 10.13.5 Voyantic Recent Developments
- 10.14 GAO RFID
  - 10.14.1 GAO RFID Basic Information
  - 10.14.2 GAO RFID Passive IoT Tags Product Overview
  - 10.14.3 GAO RFID Passive IoT Tags Product Market Performance

- 10.14.4 GAO RFID Business Overview
- 10.14.5 GAO RFID Recent Developments
- 10.15 Metalcraft
  - 10.15.1 Metalcraft Basic Information
  - 10.15.2 Metalcraft Passive IoT Tags Product Overview
  - 10.15.3 Metalcraft Passive IoT Tags Product Market Performance
  - 10.15.4 Metalcraft Business Overview
  - 10.15.5 Metalcraft Recent Developments
- 10.16 Checkpoint Systems
  - 10.16.1 Checkpoint Systems Basic Information
  - 10.16.2 Checkpoint Systems Passive IoT Tags Product Overview
  - 10.16.3 Checkpoint Systems Passive IoT Tags Product Market Performance
  - 10.16.4 Checkpoint Systems Business Overview
  - 10.16.5 Checkpoint Systems Recent Developments
- 10.17 SML Group
  - 10.17.1 SML Group Basic Information
  - 10.17.2 SML Group Passive IoT Tags Product Overview
  - 10.17.3 SML Group Passive IoT Tags Product Market Performance
  - 10.17.4 SML Group Business Overview
  - 10.17.5 SML Group Recent Developments
- 10.18 HID Global
  - 10.18.1 HID Global Basic Information
  - 10.18.2 HID Global Passive IoT Tags Product Overview
  - 10.18.3 HID Global Passive IoT Tags Product Market Performance
  - 10.18.4 HID Global Business Overview
  - 10.18.5 HID Global Recent Developments
- 10.19 Shanghai Feiju Microelectronics
  - 10.19.1 Shanghai Feiju Microelectronics Basic Information
  - 10.19.2 Shanghai Feiju Microelectronics Passive IoT Tags Product Overview
  - 10.19.3 Shanghai Feiju Microelectronics Passive IoT Tags Product Market Performance
  - 10.19.4 Shanghai Feiju Microelectronics Business Overview
  - 10.19.5 Shanghai Feiju Microelectronics Recent Developments
- 10.20 Huada Semiconductor
  - 10.20.1 Huada Semiconductor Basic Information
  - 10.20.2 Huada Semiconductor Passive IoT Tags Product Overview
  - 10.20.3 Huada Semiconductor Passive IoT Tags Product Market Performance
  - 10.20.4 Huada Semiconductor Business Overview
  - 10.20.5 Huada Semiconductor Recent Developments

## 10.21 Juchen Shares

- 10.21.1 Juchen Shares Basic Information
- 10.21.2 Juchen Shares Passive IoT Tags Product Overview
- 10.21.3 Juchen Shares Passive IoT Tags Product Market Performance
- 10.21.4 Juchen Shares Business Overview
- 10.21.5 Juchen Shares Recent Developments

## 10.22 Arizon RFID Technology

- 10.22.1 Arizon RFID Technology Basic Information
- 10.22.2 Arizon RFID Technology Passive IoT Tags Product Overview
- 10.22.3 Arizon RFID Technology Passive IoT Tags Product Market Performance
- 10.22.4 Arizon RFID Technology Business Overview
- 10.22.5 Arizon RFID Technology Recent Developments

## 10.23 Zihui Xinlian

- 10.23.1 Zihui Xinlian Basic Information
- 10.23.2 Zihui Xinlian Passive IoT Tags Product Overview
- 10.23.3 Zihui Xinlian Passive IoT Tags Product Market Performance
- 10.23.4 Zihui Xinlian Business Overview
- 10.23.5 Zihui Xinlian Recent Developments

## **11 PASSIVE IOT TAGS MARKET FORECAST BY REGION**

### 11.1 Global Passive IoT Tags Market Size Forecast

### 11.2 Global Passive IoT Tags Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Passive IoT Tags Market Size Forecast by Country
- 11.2.3 Asia Pacific Passive IoT Tags Market Size Forecast by Region
- 11.2.4 South America Passive IoT Tags Market Size Forecast by Country
- 11.2.5 Middle East and Africa Forecasted Sales of Passive IoT Tags by Country

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

### 12.1 Global Passive IoT Tags Market Forecast by Type (2026-2035)

- 12.1.1 Global Forecasted Sales of Passive IoT Tags by Type (2026-2035)
- 12.1.2 Global Passive IoT Tags Market Size Forecast by Type (2026-2035)
- 12.1.3 Global Forecasted Price of Passive IoT Tags by Type (2026-2035)

### 12.2 Global Passive IoT Tags Market Forecast by Application (2026-2035)

- 12.2.1 Global Passive IoT Tags Sales (K Units) Forecast by Application
- 12.2.2 Global Passive IoT Tags 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 Passive IoT Tags Market Size by Type (M USD)
- Table 4. Global Passive IoT Tags Market Size by Application
- Table 5. Passive IoT Tags Market Size Comparison by Region (M USD)
- Table 6. Global Passive IoT Tags Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Passive IoT Tags Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Passive IoT Tags Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Passive IoT Tags Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Passive IoT Tags as of 2025)
- Table 11. Global Market Passive IoT Tags Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Passive IoT Tags 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. Passive IoT Tags 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 Passive IoT Tags Sales by Type (K Units)
- Table 27. Global Passive IoT Tags Market Size by Type (M USD)
- Table 28. Global Passive IoT Tags Sales (K Units) by Type (2020-2025)
- Table 29. Global Passive IoT Tags Sales Market Share by Type (2020-2025)
- Table 30. Global Passive IoT Tags Market Size (M USD) by Type (2020-2025)
- Table 31. Global Passive IoT Tags Market Share by Type (2020-2025)

- Table 32. Global Passive IoT Tags Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Passive IoT Tags Sales (K Units) by Application
- Table 34. Global Passive IoT Tags Market Size by Application
- Table 35. Global Passive IoT Tags Sales by Application (2020-2025) & (K Units)
- Table 36. Global Passive IoT Tags Sales Market Share by Application (2020-2025)
- Table 37. Global Passive IoT Tags Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Passive IoT Tags Market Share by Application (2020-2025)
- Table 39. Global Passive IoT Tags Sales Growth Rate by Application (2020-2025)
- Table 40. Global Passive IoT Tags Sales by Region (2020-2025) & (K Units)
- Table 41. Global Passive IoT Tags Sales Market Share by Region (2020-2025)
- Table 42. Global Passive IoT Tags Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Passive IoT Tags Market Size by Region (2020-2025)
- Table 44. North America Passive IoT Tags Sales by Country (2020-2025) & (K Units)
- Table 45. North America Passive IoT Tags Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Passive IoT Tags Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Passive IoT Tags Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Passive IoT Tags Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Passive IoT Tags Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Passive IoT Tags Sales by Country (2020-2025) & (K Units)
- Table 51. South America Passive IoT Tags Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Passive IoT Tags Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Passive IoT Tags Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Passive IoT Tags Production (K Units) by Region(2020-2025)
- Table 55. Global Passive IoT Tags Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Passive IoT Tags Revenue Market Share by Region (2020-2025)
- Table 57. Global Passive IoT Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Passive IoT Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Passive IoT Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Passive IoT Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Passive IoT Tags Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Impinj Basic Information

Table 63. Impinj Passive IoT Tags Product Overview

Table 64. Impinj Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Impinj Business Overview

Table 66. Impinj SWOT Analysis

Table 67. Impinj Recent Developments

Table 68. NXP Semiconductors Basic Information

Table 69. NXP Semiconductors Passive IoT Tags Product Overview

Table 70. NXP Semiconductors Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. NXP Semiconductors Business Overview

Table 72. NXP Semiconductors SWOT Analysis

Table 73. NXP Semiconductors Recent Developments

Table 74. Alien Technology Basic Information

Table 75. Alien Technology Passive IoT Tags Product Overview

Table 76. Alien Technology Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Alien Technology Business Overview

Table 78. Alien Technology SWOT Analysis

Table 79. Alien Technology Recent Developments

Table 80. Smartrac Basic Information

Table 81. Smartrac Passive IoT Tags Product Overview

Table 82. Smartrac Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Smartrac Business Overview

Table 84. Smartrac Recent Developments

Table 85. Avery Dennison Basic Information

Table 86. Avery Dennison Passive IoT Tags Product Overview

Table 87. Avery Dennison Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Avery Dennison Business Overview

Table 89. Avery Dennison Recent Developments

Table 90. Identiv Basic Information

Table 91. Identiv Passive IoT Tags Product Overview

Table 92. Identiv Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. Identiv Business Overview

Table 94. Identiv Recent Developments

- Table 95. STMicroelectronics Basic Information
- Table 96. STMicroelectronics Passive IoT Tags Product Overview
- Table 97. STMicroelectronics Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. STMicroelectronics Business Overview
- Table 99. STMicroelectronics Recent Developments
- Table 100. Thinfilm Basic Information
- Table 101. Thinfilm Passive IoT Tags Product Overview
- Table 102. Thinfilm Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Thinfilm Business Overview
- Table 104. Thinfilm Recent Developments
- Table 105. Wiliot Basic Information
- Table 106. Wiliot Passive IoT Tags Product Overview
- Table 107. Wiliot Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Wiliot Business Overview
- Table 109. Wiliot Recent Developments
- Table 110. Invengo Basic Information
- Table 111. Invengo Passive IoT Tags Product Overview
- Table 112. Invengo Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Invengo Business Overview
- Table 114. Invengo Recent Developments
- Table 115. DMC Basic Information
- Table 116. DMC Passive IoT Tags Product Overview
- Table 117. DMC Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. DMC Business Overview
- Table 119. DMC Recent Developments
- Table 120. Giantec Basic Information
- Table 121. Giantec Passive IoT Tags Product Overview
- Table 122. Giantec Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Giantec Business Overview
- Table 124. Giantec Recent Developments
- Table 125. Voyantic Basic Information
- Table 126. Voyantic Passive IoT Tags Product Overview
- Table 127. Voyantic Passive IoT Tags Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 128. Voyantic Business Overview

Table 129. Voyantic Recent Developments

Table 130. GAO RFID Basic Information

Table 131. GAO RFID Passive IoT Tags Product Overview

Table 132. GAO RFID Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 133. GAO RFID Business Overview

Table 134. GAO RFID Recent Developments

Table 135. Metalcraft Basic Information

Table 136. Metalcraft Passive IoT Tags Product Overview

Table 137. Metalcraft Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 138. Metalcraft Business Overview

Table 139. Metalcraft Recent Developments

Table 140. Checkpoint Systems Basic Information

Table 141. Checkpoint Systems Passive IoT Tags Product Overview

Table 142. Checkpoint Systems Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 143. Checkpoint Systems Business Overview

Table 144. Checkpoint Systems Recent Developments

Table 145. SML Group Basic Information

Table 146. SML Group Passive IoT Tags Product Overview

Table 147. SML Group Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 148. SML Group Business Overview

Table 149. SML Group Recent Developments

Table 150. HID Global Basic Information

Table 151. HID Global Passive IoT Tags Product Overview

Table 152. HID Global Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 153. HID Global Business Overview

Table 154. HID Global Recent Developments

Table 155. Shanghai Feiju Microelectronics Basic Information

Table 156. Shanghai Feiju Microelectronics Passive IoT Tags Product Overview

Table 157. Shanghai Feiju Microelectronics Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 158. Shanghai Feiju Microelectronics Business Overview

Table 159. Shanghai Feiju Microelectronics Recent Developments

- Table 160. Huada Semiconductor Basic Information
- Table 161. Huada Semiconductor Passive IoT Tags Product Overview
- Table 162. Huada Semiconductor Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 163. Huada Semiconductor Business Overview
- Table 164. Huada Semiconductor Recent Developments
- Table 165. Juchen Shares Basic Information
- Table 166. Juchen Shares Passive IoT Tags Product Overview
- Table 167. Juchen Shares Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 168. Juchen Shares Business Overview
- Table 169. Juchen Shares Recent Developments
- Table 170. Arizon RFID Technology Basic Information
- Table 171. Arizon RFID Technology Passive IoT Tags Product Overview
- Table 172. Arizon RFID Technology Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 173. Arizon RFID Technology Business Overview
- Table 174. Arizon RFID Technology Recent Developments
- Table 175. Zihui Xinlian Basic Information
- Table 176. Zihui Xinlian Passive IoT Tags Product Overview
- Table 177. Zihui Xinlian Passive IoT Tags Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 178. Zihui Xinlian Business Overview
- Table 179. Zihui Xinlian Recent Developments
- Table 180. Global Passive IoT Tags Sales Forecast by Region (2026-2035) & (K Units)
- Table 181. Global Passive IoT Tags Market Size Forecast by Region (2026-2035) & (M USD)
- Table 182. North America Passive IoT Tags Sales Forecast by Country (2026-2035) & (K Units)
- Table 183. North America Passive IoT Tags Market Size Forecast by Country (2026-2035) & (M USD)
- Table 184. Europe Passive IoT Tags Sales Forecast by Country (2026-2035) & (K Units)
- Table 185. Europe Passive IoT Tags Market Size Forecast by Country (2026-2035) & (M USD)
- Table 186. Asia Pacific Passive IoT Tags Sales Forecast by Region (2026-2035) & (K Units)
- Table 187. Asia Pacific Passive IoT Tags Market Size Forecast by Region (2026-2035) & (M USD)

Table 188. South America Passive IoT Tags Sales Forecast by Country (2026-2035) & (K Units)

Table 189. South America Passive IoT Tags Market Size Forecast by Country (2026-2035) & (M USD)

Table 190. Middle East and Africa Passive IoT Tags Sales Forecast by Country (2026-2035) & (Units)

Table 191. Middle East and Africa Passive IoT Tags Market Size Forecast by Country (2026-2035) & (M USD)

Table 192. Global Passive IoT Tags Sales Forecast by Type (2026-2035) & (K Units)

Table 193. Global Passive IoT Tags Market Size Forecast by Type (2026-2035) & (M USD)

Table 194. Global Passive IoT Tags Price Forecast by Type (2026-2035) & (USD/Unit)

Table 195. Global Passive IoT Tags Sales (K Units) Forecast by Application (2026-2035)

Table 196. Global Passive IoT Tags Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Passive IoT Tags
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Passive IoT Tags Market Size (M USD), 2025-2035
- Figure 5. Global Passive IoT Tags Market Size (M USD) (2020-2035)
- Figure 6. Global Passive IoT Tags 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. Passive IoT Tags Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Passive IoT Tags Product Life Cycle
- Figure 13. Passive IoT Tags Sales Share by Manufacturers in 2025
- Figure 14. Global Passive IoT Tags Revenue Share by Manufacturers in 2025
- Figure 15. Passive IoT Tags Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Passive IoT Tags Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Passive IoT Tags Revenue in 2025
- Figure 18. Industry Chain Map of Passive IoT Tags
- Figure 19. Global Passive IoT Tags Market PEST Analysis
- Figure 20. Global Passive IoT Tags 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 Passive IoT Tags Market Share by Type
- Figure 27. Sales Market Share of Passive IoT Tags by Type (2020-2025)
- Figure 28. Sales Market Share of Passive IoT Tags by Type in 2025
- Figure 29. Market Share of Passive IoT Tags by Type (2020-2025)
- Figure 30. Market Share of Passive IoT Tags by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Passive IoT Tags Market Share by Application

Figure 33. Global Passive IoT Tags Sales Market Share by Application (2020-2025)

Figure 34. Global Passive IoT Tags Sales Market Share by Application in 2025

Figure 35. Global Passive IoT Tags Market Share by Application (2020-2025)

Figure 36. Global Passive IoT Tags Market Share by Application in 2025

Figure 37. Global Passive IoT Tags Sales Growth Rate by Application (2020-2025)

Figure 38. Global Passive IoT Tags Sales Market Share by Region (2020-2025)

Figure 39. Global Passive IoT Tags Market Size by Region (2020-2025)

Figure 40. North America Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Passive IoT Tags Sales Market Share by Country in 2024

Figure 43. North America Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Passive IoT Tags Market Size by Country in 2024

Figure 45. U.S. Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Passive IoT Tags Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Passive IoT Tags Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Passive IoT Tags Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Passive IoT Tags Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Passive IoT Tags Sales Market Share by Country in 2024

Figure 53. Europe Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Passive IoT Tags Market Size by Country in 2024

Figure 55. Germany Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 65. Asia Pacific Passive IoT Tags Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Passive IoT Tags Sales Market Share by Region in 2024

Figure 67. Asia Pacific Passive IoT Tags Market Size by Region in 2024

Figure 68. China Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Passive IoT Tags Sales and Growth Rate (K Units)

Figure 79. South America Passive IoT Tags Sales Market Share by Country in 2024

Figure 80. South America Passive IoT Tags Market Size and Growth Rate (M USD)

Figure 81. South America Passive IoT Tags Market Size by Country in 2024

Figure 82. Brazil Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Passive IoT Tags Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Passive IoT Tags Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Passive IoT Tags Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Passive IoT Tags Market Size by Region in 2024

Figure 92. Saudi Arabia Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Passive IoT Tags Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Passive IoT Tags Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Passive IoT Tags Production Market Share by Region (2020-2025)

Figure 103. North America Passive IoT Tags Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Passive IoT Tags Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Passive IoT Tags Production (K Units) Growth Rate (2020-2025)

Figure 106. China Passive IoT Tags Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Passive IoT Tags Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Passive IoT Tags Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Passive IoT Tags Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Passive IoT Tags Market Share Forecast by Type (2026-2035)

Figure 111. Global Passive IoT Tags Sales Forecast by Application (2026-2035)

Figure 112. Global Passive IoT Tags Market Share Forecast by Application (2026-2035)

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