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Global Wireless IoT Chip Market Research Report 2026(Status and Outlook)

https://marketpublishers.com/r/GE4E539F648DEN.html
Date: May 2026
Pages: 192
Price: US$ 3,200.00 (Single User License)
ID: GE4E539F648DEN

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 Wireless IoT Chip competitive dynamics, regional economic interdependencies, and supply chain reconfigurations.Wireless IoT chips are integrated circuit chips specifically designed for Internet of Things (IoT) devices. They integrate wireless communication modules, processors, and other essential functional components to enable wireless connectivity, data acquisition, processing, and transmission for IoT devices. These chips form the core hardware foundation of the IoT ecosystem, enabling various terminal devices to interconnect and achieve intelligent control via wireless networks. Wireless IoT chips typically employ low-power designs, featuring small size and high performance to meet the needs of diverse IoT application scenarios. They achieve data transmission and communication between devices through built-in communication modules, while the onboard processor handles data processing and instruction execution. When IoT devices need to communicate with other devices or the internet, the wireless IoT chip transmits data to the target device or cloud platform via a wireless network, enabling remote monitoring and control.From a technical perspective, wireless IoT chips generally include the following core components: a processor (responsible for data processing and control logic), memory (for storing program code and data), a communication module (supporting various wireless communication protocols), and a sensor interface (for connecting various sensors to collect environmental data). This highly integrated design allows wireless IoT chips to perform multiple functions on a single chip, significantly simplifying the design complexity of IoT devices. Based on their functions and application scenarios, wireless IoT chips can be categorized into the following main types: Sensor node chips, primarily used for collecting and transmitting environmental data such as temperature, humidity, light intensity, and pressure. They

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typically integrate a high-precision analog front-end and a low-power processor, converting analog signals collected by sensors into digital signals for wireless transmission. Sensor node chips are widely used in smart home environmental monitoring, industrial automation equipment monitoring, and agricultural IoT. Communication module chips are an important category of wireless IoT chips, specifically providing various wireless communication functions. These chips support multiple wireless protocol standards, including Wi-Fi, Bluetooth, Zigbee, LoRa, and NB-IoT, enabling IoT devices to access different networks. Processor chips are primarily responsible for data processing and computation tasks, controlling the device's operating logic. They typically have high processing power and can be used in conjunction with communication modules to achieve complex edge computing functions. Security chips, specifically designed for data encryption and security authentication, have become an important branch of wireless IoT chips. These chips have built-in hardware encryption engines, supporting various security protocols and algorithms, effectively protecting the communication security of IoT devices and preventing data theft or tampering.Wireless IoT chips are integrated circuits specifically designed for IoT devices. By integrating RF front-end, baseband processing, low-power circuitry, and security modules, they enable wireless communication, data acquisition, and edge computing between devices. Their core value lies in their compatibility with multiple protocols, including Wi-Fi 6, Bluetooth 5.0, Zigbee 3.0, and Matter (formerly CHIP), meeting the demands for low latency, high reliability, and high security in scenarios such as smart homes, industrial automation, and smart cities. IoT communication technologies are broadly categorized into short-range wireless LANs and low-power wireless wide-area networks (LPWANs). Bluetooth, Wi-Fi, and ZigBee belong to short-range wireless LANs, while LPWANs are primarily used for IoT applications requiring long-range, low-bandwidth, low-power, and high-volume connectivity. LoRa is the most representative technology within LPWANs. In 2024, global wireless IoT chip production reached 3.683 billion units, with an average selling price of $3 per unit and a gross margin of 47.17%. Downstream customers: Apple, Google, Amazon, Xiaomi, Logitech, Lenovo, Skyworth, Changhong, Haier, JBL, Sony, Narwal.Key Technologies/Regulations/Safety StandardsChina's national standard, "Method for Describing IoT Smart Home Devices" (GB/T 35145-2017), defines data encoding and interaction specifications for smart home devices, promoting interoperability across brands.EU standard EN 18031 (mandatory implementation August 1, 2025), for cybersecurity of radio equipment, requires connected devices to have data encryption, access control, and anti-fraud capabilities, covering communication modules such as Wi-Fi and Bluetooth.IEEE 802.15.4g (US): A physical layer standard for low-power wide-area (LPWAN) IoT, supporting long-distance communication for scenarios such as smart grids and environmental monitoring.Key Technology/Indicator Evolution in the

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Last Five Years2020: Espressif Systems launched the ESP32-S3 chip, featuring an integrated AI acceleration unit, support for Wi-Fi 6 and Bluetooth 5.0, an increased computing frequency of 240MHz, and a 40% reduction in power consumption. 2022: The Matter 1.0 standard is released, jointly developed by Apple, Google, Amazon, and others. It unifies smart home protocols and eliminates inter-brand compatibility barriers.2023: Huawei's Ascend 310P chip enters mass production. Using a 7nm process and supporting 5G RedCap technology, it consumes only 1.2W and is suitable for industrial IoT edge computing.2024: China's "Basic Electronic Components Industry Development Action Plan" requires RF chips to be reduced to 3mm?3mm, promoting the miniaturization of IoT devices.Market Development Opportunities and Key DriversThe number of connected IoT devices worldwide is expected to exceed 50 billion by 2030, and China's wireless chip market is expected to expand at an average annual growth rate of 20% to 500 billion yuan. The widespread adoption of 5G RedCap, Wi-Fi 6/7, and the Matter protocol is driving the evolution of chips towards higher integration and lower power consumption. At the policy level, China's 14th Five-Year Plan explicitly supports independent chip development. The Ministry of Industry and Information Technology's "Basic Electronic Components Industry Development Action Plan" calls for a domestic content rate of over 60% for RF chips by 2025, creating alternative opportunities for local companies. The explosive growth of smart homes, the Industrial Internet, and the connected vehicle (C-V2X) will further drive demand for IoT chips.Market Challenges and RisksInternational political and economic uncertainties may lead to supply chain disruptions, such as US technology export controls on China. Intensified domestic market competition will cause wireless chip prices to fall by 15% year-on-year in 2024, putting pressure on the profits of small and medium-sized enterprises. Technological iteration carries significant risks. While the RISC-V architecture reduces licensing costs, its ecosystem remains less comprehensive than ARM, potentially impacting customer adoption. Furthermore, regulations such as EU EN 18031 increase compliance costs, requiring companies to invest in meeting requirements such as data encryption and firmware updates.Downstream Demand TrendsIn the smart home sector, the Matter protocol promotes device interoperability. By 2025, Matter-enabled chip shipments will account for over 40% of all shipments. The Industrial Internet of Things (IIoT) is evolving towards high reliability, with the TSN (Time-Sensitive Networking) chip market experiencing a 25% compound annual growth rate. In the connected vehicle (IoV) sector, demand for C-V2X chips is surging, with the market projected to exceed 8 billion yuan in 2026. Furthermore, the application of low-power wide-area networks (LPWANs) in agriculture and logistics is deepening, driving double-digit growth in LoRa and NB-IoT chip shipments.

The global Wireless IoT Chip market size was estimated at USD 11049.0 million in 2025

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and is projected to grow at a compound annual growth rate (CAGR) of 13.20% during the forecast period.

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

Global Wireless IoT 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.

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Key Company

Qualcomm

Texas Instruments

Semtech Corporation

Nordic Semiconductor

Renesas Electronics (Dialog Semiconductor)

Silicon Labs

NXP Semiconductors

STMicroelectronics

Realtek Semiconductor Corporation

Infineon

Microchip Technology

Toshiba

Sequans

Onsemi

Intel

Advanced Micro Devices, Inc.

MediaTek

Marvell

Zhiyuan Electronics Co., LTD.

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YingTong Telecommunication Co.,Ltd

UNISOC

Telink Semiconductor (shanghai)co.,ltd.

Rexense

Shenzhen HiSilicon Technologies

ASR Microelectronics Co., Ltd.

Zhuhai All Winner Technology

Espressif Systems

Chongqing UCchip InfoTech Co.,Ltd.

PANCHIP

Chengdu Analog Circuit Technology Inc.

Market Segmentation (by Type)

Bluetooth Classic and BLE

Wi-Fi SoC

ZigBee SoC

RFID SoC

LoRaWAN SoC

Others

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Market Segmentation (by Application)

Smart Home

Smart Healthcare

Retail Logistics

Consumer Electronics

Automotive Electronics

Other

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

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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 Wireless IoT Chip Market

Overview of the regional outlook of the Wireless IoT 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 Wireless IoT 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,

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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 Wireless IoT 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

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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

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