

# Global Bluetooth 5.0 Market: Analysis By Application (Audio streaming, Data Transfer, Device Network, and Location Services), By Component (Hardware, Service, and Software), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028

<https://marketpublishers.com/r/GD388576C5A8EN.html>

Date: July 2023

Pages: 155

Price: US\$ 2,250.00 (Single User License)

ID: GD388576C5A8EN

## Abstracts

Bluetooth is a wireless communication technology that allows seamless connectivity between various electronic devices, such as smartphones, laptops, headphones, speakers, smartwatches, and more to exchange data over short distances without the need for cables or wires. Bluetooth 5.0 is the fifth major revision of the Bluetooth standard, offering faster data transfer, extended range, improved broadcasting, and low-energy operation, making it ideal for wireless audio streaming, IoT applications, and smart home automation. In 2022, the global Bluetooth 5.0 market was valued at US\$4.01 billion, and is probable to reach US\$8.25 billion by 2028.

The Bluetooth 5.0 ecosystem is gradually expanding through feature enhancements and the emergence of new use cases. The growing consumer preference for wireless connectivity and seamless integration among devices has fueled the demand for Bluetooth 5.0-enabled products. Additionally, the rapid adoption of smartphones and other mobile devices, which often feature built-in Bluetooth capabilities, has further boosted the demand for Bluetooth 5.0. Moreover, the tendency of Bluetooth 5.0 to stream audio simultaneously to two Bluetooth-enabled devices such as headphones or speakers, from a single audio source is growing the demand for Bluetooth 5.0, which is driving the market growth. The global Bluetooth 5.0 market value is projected to grow at a CAGR of 12.79%, during the forecast period of 2023-2028.

Market Segmentation Analysis:

**By Application:** According to the report, the global Bluetooth 5.0 market is segmented into four segments based on its application: Audio streaming, Data Transfer, Device Network, and Location Services. Audio streaming segment acquired majority of share in the market in 2022 and is the fastest growing segment as well. Bluetooth 5.0 revolutionizes audio streaming by providing wireless transmission between devices like smartphones, tablets, laptops, and smart home devices. This technology eliminates cables and offers freedom of movement. Bluetooth 5.0 is gaining traction in wireless headsets, speakers, and in-car systems, enabling hands-free streaming and calling. Also, Bluetooth 5.0 supports multi-device connectivity, enabling users to stream audio simultaneously to multiple speakers or headphones from a single source. This feature enhances the user experience and enables seamless audio sharing in social or group settings.

**By Component:** According to the report, the global Bluetooth 5.0 market is bifurcated into three components: Hardware, Services and Software. Hardware segment acquired majority of share in the market in 2022, as they provide the necessary infrastructure and functionality to support seamless data transfer and device connectivity. Whereas, the service segment is expected to have the highest CAGR in the future as it is essential for facilitating the successful adoption and implementation of Bluetooth technology in a dynamic environment.

**By Region:** The report provides insight into the Bluetooth 5.0 market based on the geographical operations, namely North America, Asia Pacific, Europe, Latin America and Middle East and Africa. North America Bluetooth 5.0 market enjoyed the highest market share in 2022, primarily owing to reasons such as the expansion of the Internet of Things (IoT), embraced smart home devices, wearables, and industrial automation. The US is the world's strongest market for Bluetooth 5.0 because of its focus on cutting-edge technology, coupled with strong partnerships between semiconductor manufacturers, device manufacturers, and developers.

Asia Pacific is the fastest growing region primarily due to rapid growth in the population and the adoption of smartphones and other connected devices. Consumers value the convenience and versatility that Bluetooth 5.0 offers, enabling them to connect wirelessly to peripherals such as headphones, speakers, wearables, and smart home devices. The popularity of wireless audio devices, such as Bluetooth headphones, earbuds, and speakers, has been another significant driver of Bluetooth 5.0's adoption in the Asia Pacific region. China is the largest market within Asia Pacific. The rapid growth of the Chinese consumer electronics market has led to a surge in the adoption of wireless audio devices, smart home solutions, and wearable technology, all of which

rely heavily on Bluetooth connectivity. China's strong presence in the manufacturing and industrial sectors has also driven demand for Bluetooth 5.0-enabled devices in industrial automation, asset tracking, and machine-to-machine communication applications.

#### Global Bluetooth 5.0 Market Dynamics:

**Growth Drivers:** Bluetooth Low Energy (BLE) due to its energy-efficient capabilities, which enable prolonged battery life for connected devices is a prominent growth driver. As consumer demand for wireless devices like wearables, smart home devices, and IoT solutions increases, BLE's low power consumption becomes crucial in sustaining the prolonged operation of these gadgets. Additionally, BLE's ability to support a vast number of connected devices simultaneously promotes the proliferation of interconnected ecosystems, fostering a broader adoption of Bluetooth 5.0 technology across various industries and applications. The combination of low energy consumption, scalability, and compatibility makes BLE a key factor driving the continued growth of the Bluetooth 5.0 market worldwide. Further, the market is expected to increase due to increasing popularity of wireless audio devices, increasing investment in IoT, and increased utilization of peripheral devices, etc.

**Challenges:** Security Concerns can present several challenges for the Bluetooth 5.0 market. Unauthorized access and hacking are primary concerns, as attackers may attempt to gain access to devices, intercept data, or execute malicious activities. Attackers could try to pose as genuine devices, compromising the communication's security and integrity. The other challenge that Bluetooth 5.0 market faces is packet interference.

**Trends:** A major trend gaining pace in Bluetooth 5.0 market is Bluetooth Mesh. With Bluetooth Mesh, devices can communicate with one another directly or through intermediate devices, forming a self-healing and self-organizing network. This enables information and commands to be relayed across the network, ensuring robust and efficient communication. More trends in the market are believed to augment the growth of Bluetooth 5.0 market during the forecasted period include, dual audio streaming, increasing investment in advanced sensor technology, etc.

#### Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic has had both positive and negative impacts on the global Bluetooth 5.0 market, with growth in some areas and challenges in others. With people

staying at home and working remotely, there was an increased demand for wireless audio devices, smart home solutions, and IoT devices that utilize Bluetooth 5.0 technology, leading to a surge in sales and adoption. The post-COVID impact on the Bluetooth 5.0 market is expected to result in increased demand for Bluetooth 5.0 services in areas such as IoT, smart home devices and wearables devices, such as health trackers and smartwatches.

#### Competitive Landscape and Recent Developments:

Global Bluetooth 5.0 market is fragmented in nature with the presence of many large players operating worldwide. Key players of global Bluetooth 5.0 market are:

Qualcomm Incorporated  
NXP Semiconductor N.V.  
Nordic Semiconductor  
Broadcom Inc, Synopsys Inc  
Silicon Laboratories Inc.  
Microchip Technology Inc.  
Renesas  
Realtek Semiconductor Corp.  
MediaTek Inc.  
STMicroelectronics N.V.  
Texas Instruments Inc.  
Infineon Technologies AG  
Inventek Systems

The key players are constantly investing in strategic initiatives, such as new product launches, introducing their products to emerging markets and more, to maintain a competitive edge in this market. For instance, in March 2023, Silicon Labs announced two new Bluetooth designed for the smallest IoT devices. These offer IoT device designers energy efficiency, high performance, trusted security, and in the case of the xG27 family, wireless connectivity. Nordic Semiconductor also benefits from the expansion of its product portfolio, growing customer base, and the higher value of its designs

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Bluetooth 5.0: An Overview
  - 2.1.1 Introduction to Bluetooth 5.0
  - 2.1.2 Features of Bluetooth 5.0
- 2.2 Bluetooth 5.0 Segmentation: An Overview
  - 2.2.1 Bluetooth 5.0 Segmentation

### 3. GLOBAL MARKET ANALYSIS

- 3.1 Global Bluetooth 5.0 Market: An Analysis
  - 3.1.1 Global Bluetooth 5.0 Market: An Overview
  - 3.1.2 Global Bluetooth 5.0 Market by Value
  - 3.1.3 Global Bluetooth 5.0 Market by Application (Audio Streaming, Data Transfer, Device Network, Location Service)
  - 3.1.4 Global Bluetooth 5.0 Market by Component (Hardware, Service, Software)
  - 3.1.5 Global Bluetooth 5.0 Market by Region (North America, Asia Pacific, Europe, Latin America, Middle East and Asia Pacific)
- 3.2 Global Bluetooth 5.0 Market: Application Analysis
  - 3.2.1 Global Bluetooth 5.0 Market by Application: An Overview
  - 3.2.2 Global Audio Streaming Bluetooth 5.0 Market by Value
  - 3.2.3 Global Data Transfer Bluetooth 5.0 Market by Value
  - 3.2.4 Global Device Network Bluetooth 5.0 Market by Value
  - 3.2.5 Global Location Service Bluetooth 5.0 Market by Value
- 3.3 Global Bluetooth 5.0 Market: Component Analysis
  - 3.3.1 Global Bluetooth 5.0 Market by Component: An Overview
  - 3.3.2 Global Bluetooth 5.0 Hardware Market by Value
  - 3.3.3 Global Bluetooth 5.0 Services Market by Value
  - 3.3.4 Global Bluetooth 5.0 Software Market by Value

### 4. REGIONAL MARKET ANALYSIS

- 4.1 North America Bluetooth 5.0 Market: An Analysis
  - 4.1.1 North America Bluetooth 5.0 Market: An Overview
  - 4.1.2 North America Bluetooth 5.0 Market by Value

- 4.1.3 North America Bluetooth 5.0 Market by Region (The US, Canada, Mexico)
- 4.1.4 The US Bluetooth 5.0 Market by Value
- 4.1.5 Canada Bluetooth 5.0 Market by Value
- 4.1.6 Mexico Bluetooth 5.0 Market by Value
- 4.2 Asia Pacific Bluetooth 5.0 Market: An Analysis
  - 4.2.1 Asia Pacific Bluetooth 5.0 Market: An Overview
  - 4.2.2 Asia Pacific Bluetooth 5.0 Market by Value
  - 4.2.3 Asia Pacific Bluetooth 5.0 Market by Region (China, Japan, India, South Korea, Rest of Asia Pacific)
  - 4.2.4 China Bluetooth 5.0 Market by Value
  - 4.2.5 Japan Bluetooth 5.0 Market by Value
  - 4.2.6 India Bluetooth 5.0 Market by Value
  - 4.2.7 South Korea Bluetooth 5.0 Market by Value
  - 4.2.8 Rest of Asia Pacific Bluetooth 5.0 Market by Value
- 4.3 Europe Bluetooth 5.0 Market: An Analysis
  - 4.3.1 Europe Bluetooth 5.0 Market: An Overview
  - 4.3.2 Europe Bluetooth 5.0 Market by Value
  - 4.3.3 Europe Bluetooth 5.0 Market by Region (Germany, UK, France, Italy, Spain, Rest of Europe)
  - 4.3.4 Germany Bluetooth 5.0 Market by Value
  - 4.3.5 UK Bluetooth 5.0 Market by Value
  - 4.3.6 France Bluetooth 5.0 Market by Value
  - 4.3.7 Italy Bluetooth 5.0 Market by Value
  - 4.3.8 Spain Bluetooth 5.0 Market by Value
  - 4.3.9 Rest of Europe Bluetooth 5.0 Market by Value
- 4.4 Latin America Bluetooth 5.0 Market: An Analysis
  - 4.4.1 Latin America Bluetooth 5.0 Market: An Overview
  - 4.4.2 Latin America Bluetooth 5.0 Market by Value
- 4.5 Middle East & Africa Bluetooth 5.0 Market: An Analysis
  - 4.5.1 Middle East & Africa Bluetooth 5.0 Market: An Overview
  - 4.5.2 Middle East & Africa Bluetooth 5.0 Market by Value

## **5. IMPACT OF COVID-19**

- 5.1 Impact of COVID-19
  - 5.1.1 Impact of COVID-19 on Global Bluetooth 5.0 Market
  - 5.1.2 Declining Bluetooth Devices Shipments
- 5.2 Post COVID-19 Impact
  - 5.2.1 Post COVID-19 Impact

## **6. MARKET DYNAMICS**

### 6.1 Growth Drivers

- 6.1.1 Increasing Demand for Wireless Audio Devices
- 6.1.2 Increased Utilization of Peripheral Devices
- 6.1.3 Rising Demand for Connected Wearables
- 6.1.4 Increasing Investments in Internet of Things
- 6.1.5 Growing Influence of Bluetooth Low Energy

### 6.2 Challenges

- 6.2.1 Packet Interference
- 6.2.2 Security and Access Concern

### 6.3 Market Trends

- 6.3.1 Increasing Investment In Advanced Sensor Technology
- 6.3.2 Bluetooth Mesh
- 6.3.3 Dual Audio Streaming

## **7. COMPETITIVE LANDSCAPE**

### 7.1 Global Bluetooth 5.0 Market Players: Competitive Landscape

### 7.2 Global Bluetooth 5.0 Market Players: Category Comparison

## **8. COMPANY PROFILES**

### 8.1 QUALCOMM Incorporated

- 8.1.1 Business Overview
- 8.1.2 Operating Segments
- 8.1.3 Business Strategy

### 8.2 NXP Semiconductor N.V.

- 8.2.1 Business Overview
- 8.2.2 Revenue by End Market
- 8.2.3 Business Strategy

### 8.3 Nordic Semiconductor

- 8.3.1 Business Overview
- 8.3.2 Revenue by End Market
- 8.3.3 Revenue by Technology
- 8.3.4 Business Strategy

### 8.4 Broadcom Inc.

- 8.4.1 Business Overview

- 8.4.2 Operating Revenue
- 8.4.3 Business Strategy
- 8.5 Synopsys, Inc.
  - 8.5.1 Business Overview
  - 8.5.2 Operating Segments
  - 8.5.3 Business Strategy
- 8.6 Silicon Laboratories Inc.
  - 8.6.1 Business Overview
  - 8.6.2 Operating Segments
  - 8.6.3 Business Strategy
- 8.7 Microchip Technology Inc.
  - 8.7.1 Business Overview
  - 8.7.2 Operating Segments
  - 8.7.3 Business Strategy
- 8.8 Renesas
  - 8.8.1 Business Overview
  - 8.8.2 Operating Segments
  - 8.8.3 Business Strategy
- 8.9 Realtek Semiconductor Corp.
  - 8.9.1 Business Overview
  - 8.9.2 Operating Regions
  - 8.9.3 Business Strategy
- 8.10 MediaTek Inc.
  - 8.10.1 Business Overview
  - 8.10.2 Operating Regions
  - 8.10.3 Business Strategy
- 8.11 STMicroelectronics N.V.
  - 8.11.1 Business Overview
  - 8.11.2 Operating Segments
  - 8.11.3 Business Strategy
- 8.12 Texas Instruments Inc.
  - 8.12.1 Business Overview
  - 8.12.2 Operating Segments
  - 8.12.3 Business Strategy
- 8.13 Infineon Technologies AG
  - 8.13.1 Business Overview
  - 8.13.2 Operating Segments
  - 8.13.3 Business Strategy
- 8.14 Inventek Systems

8.14.1 Business Overview

8.14.2 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Bluetooth 5.0 Segmentation

Figure 2: Global Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Billion)

Figure 3: Global Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)

Figure 4: Global Bluetooth 5.0 Market by Application; 2022 (Percentage, %)

Figure 5: Global Bluetooth 5.0 Market by Component; 2022 (Percentage, %)

Figure 6: Global Bluetooth 5.0 Market by Region; 2022 (Percentage, %)

Figure 7: Global Audio Streaming Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Billion)

Figure 8: Global Audio Streaming Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)

Figure 9: Global Data Transfer Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)

Figure 10: Global Data Transfer Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)

Figure 11: Global Device Network Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)

Figure 12: Global Device Network Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)

Figure 13: Global Location Service Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)

Figure 14: Global Location Service Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)

Figure 15: Global Bluetooth 5.0 Hardware Market by Value; 2018-2022 (US\$ Billion)

Figure 16: Global Bluetooth 5.0 Hardware Market by Value; 2023-2028 (US\$ Billion)

Figure 17: Global Bluetooth 5.0 Services Market by Value; 2018-2022 (US\$ Million)

Figure 18: Global Bluetooth 5.0 Services Market by Value; 2023-2028 (US\$ Billion)

Figure 19: Global Bluetooth 5.0 Software Market by Value; 2018-2022 (US\$ Million)

Figure 20: Global Bluetooth 5.0 Software Market by Value; 2023-2028 (US\$ Billion)

Figure 21: North America Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Billion)

Figure 22: North America Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)

Figure 23: North America Bluetooth 5.0 Market by Region; 2022 (Percentage, %)

Figure 24: The US Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Billion)

Figure 25: The US Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)

Figure 26: Canada Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)

Figure 27: Canada Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)

Figure 28: Mexico Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)

Figure 29: Mexico Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)

- Figure 30: Asia Pacific Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 31: Asia Pacific Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)
- Figure 32: Asia Pacific Bluetooth 5.0 Market by Region; 2022 (Percentage, %)
- Figure 33: China Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 34: China Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 35: Japan Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 36: Japan Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 37: India Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 38: India Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 39: South Korea Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 40: South Korea Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 41: Rest of Asia Pacific Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 42: Rest of Asia Pacific Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 43: Europe Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 44: Europe Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Billion)
- Figure 45: Europe Bluetooth 5.0 Market by Region; 2022 (Percentage, %)
- Figure 46: Germany Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 47: Germany Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 48: UK Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 49: UK Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 50: France Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 51: France Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 52: Italy Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 53: Italy Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 54: Spain Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 55: Spain Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 56: Rest of Europe Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 57: Rest of Europe Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 58: Latin America Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 59: Latin America Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 60: Middle East & Africa Bluetooth 5.0 Market by Value; 2018-2022 (US\$ Million)
- Figure 61: Middle East & Africa Bluetooth 5.0 Market by Value; 2023-2028 (US\$ Million)
- Figure 62: Global Bluetooth Devices Shipments; 2018-2022 (Percentage, %)
- Figure 63: Global Bluetooth Audio Devices Shipments; 2018-2027 (Billion)
- Figure 64: Global Bluetooth Peripheral Devices Shipments; 2018-2027 (Billion)
- Figure 65: Global Connected Wearable Devices; 2019-2022 (Million)
- Figure 66: Global Internet of Things (IoT) Connected Devices; 2015-2027 (Billion)
- Figure 67: Global Bluetooth Low Energy Devices Shipments; 2018-2027 (Billion)
- Figure 68: Qualcomm Revenues by Segments; 2022 (Percentage, %)

Figure 69: NXP Semiconductors N.V. Revenue by End Market; 2022 (Percentage, %)

Figure 70: Nordic Semiconductor Revenue by End Market; 2022 (Percentage, %)

Figure 71: Nordic Semiconductor Revenue by Technology; 2022 (Percentage, %)

Figure 72: Broadcom Net Revenue by Segments; 2022 (Percentage, %)

Figure 73: Synopsys Revenue by Segments; 2022 (Percentage, %)

Figure 74: Silicon Laboratories Inc. Revenue by Segments; 2022 (Percentage, %)

Figure 75: Microchip Technology Net Sales by Segments; 2023 (Percentage, %)

Figure 76: Renesas Revenue by Segments; 2022 (Percentage, %)

Figure 77: Realtek Revenue by Regions; 2022 (Percentage, %)

Figure 78: MediaTek Inc. Net Sales by Regions; 2022 (Percentage, %)

Figure 79: STMicroelectronics N.V. Net Revenues by Segments; 2022 (Percentage, %)

Figure 80: Texas Instruments Inc. Revenue by Segments; 2022 (Percentage, %)

Figure 81: Infineon Technologies Revenue by Segments; 2022 (Percentage, %)

Table 1: Global Bluetooth 5.0 Market Players: Category Comparison

## I would like to order

Product name: Global Bluetooth 5.0 Market: Analysis By Application (Audio streaming, Data Transfer, Device Network, and Location Services), By Component (Hardware, Service, and Software), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028

Product link: <https://marketpublishers.com/r/GD388576C5A8EN.html>

Price: US\$ 2,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD388576C5A8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970