

# Global Asset Tracking and Positioning Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Asset Tracking and Positioning market size is expected to reach \$ 11432 million by 2032, rising at a market growth of 6.8% CAGR during the forecast period (2026-2032).

Asset Tracking and Positioning refers to systems and solutions that use GPS, cellular communication, RFID, Bluetooth, UWB, Wi-Fi, satellite communication, and IoT sensors to monitor the location, status, and utilization of vehicles, goods, equipment, tools, medical assets, warehouse assets, and other high-value mobile assets in real time or at regular intervals. Its core functions include asset positioning, route tracking, condition monitoring, abnormal alerts, inventory management, and lifecycle management. It is mainly used to improve asset visibility, reduce asset loss and idle risks, optimize operational efficiency, and is widely applied in logistics, fleet management, manufacturing, healthcare, retail, warehousing, and public utilities.

The Asset Tracking and Positioning market is shifting from traditional barcode and RFID-based asset management toward IoT-enabled, real-time and intelligent tracking solutions. Demand is mainly driven by logistics and transportation, manufacturing, warehousing and retail, healthcare equipment management, fleet management, public infrastructure, and high-value asset monitoring. As enterprises increasingly require better asset visibility, inventory turnover efficiency, equipment utilization, loss prevention, and supply chain transparency, technologies such as GPS, cellular communication, Bluetooth, Wi-Fi, RFID, UWB, LoRa and NB-IoT are widely used for outdoor wide-area tracking, indoor precise positioning, and cross-scenario asset monitoring. The market includes hardware device and module suppliers, as well as platform software providers, connectivity service providers, cloud data analytics companies and industry solution vendors, showing a clear trend toward integrated

“tracking device + connectivity + positioning platform + data service” solutions. Going forward, low-power sensors, AI-based predictive analytics, geofencing, cold-chain monitoring, digital twins, and integration with ERP/WMS/TMS systems are expected to further expand asset tracking and positioning from simple location inquiry to asset condition monitoring and operational decision support. Public market information also indicates that asset tracking and IoT-based asset monitoring markets are maintaining relatively fast growth around 2025, mainly supported by supply chain digitalization, real-time asset visibility, and the expansion of Industrial IoT applications.

This report studies the global Asset Tracking and Positioning demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Asset Tracking and Positioning, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Asset Tracking and Positioning that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Asset Tracking and Positioning total market, 2021-2032, (USD Million)

Global Asset Tracking and Positioning total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Asset Tracking and Positioning total market, key domestic companies, and share, (USD Million)

Global Asset Tracking and Positioning revenue by player, revenue and market share 2021-2026, (USD Million)

Global Asset Tracking and Positioning total market by Type, CAGR, 2021-2032, (USD Million)

Global Asset Tracking and Positioning total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Asset Tracking and Positioning market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Airgain, Honeywell, Geotab Inc., ORBCOMM, Trimble Inc., ALE International, Digital Matter, CalAmp, Globalstar, Hologram, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Asset Tracking and Positioning market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Asset Tracking and Positioning Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Asset Tracking and Positioning Market, Segmentation by Type:

Technology

Solutions

Equipment

## Global Asset Tracking and Positioning Market, Segmentation by Positioning Technology:

GPS Positioning

Cellular Positioning

Bluetooth Positioning

RFID Positioning

UWB Positioning

Wi-Fi Positioning

Satellite Positioning

## Global Asset Tracking and Positioning Market, Segmentation by Application:

Transportation and Logistics

Commercial and Service Fleets

Construction

Connected Cars and Mobility

Industrial Equipment Manufacturers

Public Sector

Others

## Companies Profiled:

Airgain

Honeywell

Geotab Inc.

ORBCOMM

Trimble Inc.

ALE International

Digital Matter

CalAmp

Globalstar

Hologram

IBM

Jimi IoT

Link Labs

MOKO Smart

Queclink

RedBeam

Samsara

Silicon Labs

Teltonika

Tramigo

Invengo

Quectel Wireless Solutions

Verizon Connect

Zebra Technologies

Magicyo

### Key Questions Answered

1. How big is the global Asset Tracking and Positioning market?
2. What is the demand of the global Asset Tracking and Positioning market?
3. What is the year over year growth of the global Asset Tracking and Positioning market?
4. What is the total value of the global Asset Tracking and Positioning market?
5. Who are the Major Players in the global Asset Tracking and Positioning market?
6. What are the growth factors driving the market demand?

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