

Global Asset Tracking and Positioning Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Asset Tracking and Positioning market size was valued at US\$ 7408 million in 2025 and is forecast to a readjusted size of US\$ 11432 million by 2032 with a CAGR of 6.8% during review period.

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 is a detailed and comprehensive analysis for global Asset Tracking and Positioning market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Asset Tracking and Positioning market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Asset Tracking and Positioning market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Asset Tracking and Positioning market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Asset Tracking and Positioning market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Asset Tracking and Positioning

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Asset Tracking and Positioning market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Technology

Solutions

Equipment

Market segment by Positioning Technology

GPS Positioning

Cellular Positioning

Bluetooth Positioning

RFID Positioning

UWB Positioning

Wi-Fi Positioning

Satellite Positioning

Market segment by Application

Transportation and Logistics

Commercial and Service Fleets

Construction

Connected Cars and Mobility

Industrial Equipment Manufacturers

Public Sector

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Asset Tracking and Positioning product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Asset Tracking and Positioning, with revenue, gross margin, and global market share of Asset Tracking and Positioning from 2021 to 2026.

Chapter 3, the Asset Tracking and Positioning competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Asset Tracking and Positioning market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Asset Tracking and Positioning.

Chapter 13, to describe Asset Tracking and Positioning research findings and

conclusion.

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