

Global Automotive-Grade Bluetooth SoC Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Automotive-Grade Bluetooth SoC market size was valued at US\$ 572 million in 2025 and is forecast to a readjusted size of US\$ 843 million by 2032 with a CAGR of 5.8% during review period.

In 2025, global automotive-grade Bluetooth SoC production capacity is approximately 210 million units, with actual production reaching around 185 million units. The average global market price is about US\$3.00 per unit. The market gross profit margin mainly ranges from 35% to 50%. Automotive-grade Bluetooth SoCs are system-on-chips (SoCs) that meet the AEC-Q100 reliability standard and ISO 26262 functional safety requirements. They integrate a Bluetooth RF transceiver, baseband processor, protocol stack, and application processor. They feature a -40°C to 105°C operating temperature range, low electromagnetic interference, and low power consumption, providing stable and reliable short-range communication for in-vehicle wireless connectivity. The automotive-grade Bluetooth SoC industry chain comprises automotive-grade wafer foundries and IP core suppliers, while the midstream includes chip design, tapeout, and automotive certification. The downstream market targets automotive electronics suppliers and automakers. Global annual production capacity is approximately 130 million units, primarily using mature 40nm and above processes, with a single production line capable of producing up to 15 million units annually. Due to stringent automotive certification requirements and a competitive market, gross profit margins remain between 35% and 50%. By 2024, production of automotive-grade Bluetooth SoCs reached approximately 105 million units, with an average global price of approximately US\$5 per unit.

The automotive-grade Bluetooth SoC market is being driven by both increasing vehicle

intelligence and demand for wireless connectivity. Its development prospects are deeply tied to upgrades to in-car entertainment systems and the widespread adoption of low-power control applications, placing higher demands on chip stability and power consumption. The North American market, leveraging its leading chip design capabilities and automotive electronics industry foundation, continues to drive high-performance product innovation. The European market, with its deep automotive industry heritage and luxury brand cluster, maintains a steady demand for high-reliability solutions. The Asia-Pacific market, particularly China, demonstrates the strongest growth momentum, leveraging the world's largest automotive production scale and supply chain advantages, and is rapidly becoming a key global production base and innovation center.

This report is a detailed and comprehensive analysis for global Automotive-Grade Bluetooth SoC market. Both quantitative and qualitative analyses are presented by manufacturers, 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 Automotive-Grade Bluetooth SoC market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive-Grade Bluetooth SoC market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive-Grade Bluetooth SoC market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Automotive-Grade Bluetooth SoC market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 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 Automotive-Grade Bluetooth SoC

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 Automotive-Grade Bluetooth SoC market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Renesas Electronics Corporation, NXP, Texas Instruments, Nordic Semiconductor, Silicon Labs, STMicroelectronics, Qualcomm, Telink Semiconductor, Taoxin Technology, HiSilicon, etc.

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

Market Segmentation

Automotive-Grade Bluetooth SoC 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Bluetooth 4.2/5.0 SoC

Bluetooth 5.1+ SoC

Market segment by Integrated Architecture

Pure Connectivity

Master Controller Integrated

Market segment by Power Consumption Level

Standard Power Consumption

Ultra-Low Power Consumption

Market segment by Security Level

ASIL-B Level

ASIL-D Level

Market segment by Application

In-Car Audio System

In-Car Connectivity and Screen Projection

Onboard Diagnostic System

In-Car Wireless Charging Equipment

Major players covered

Renesas Electronics Corporation

NXP

Texas Instruments

Nordic Semiconductor

Silicon Labs

STMicroelectronics

Qualcomm

Telink Semiconductor

Taoxin Technology

HiSilicon

Unisoc

ESPRESSIF SYSTEMS

Beken Corporation

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Automotive-Grade Bluetooth SoC product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive-Grade Bluetooth SoC, with price, sales quantity, revenue, and global market share of Automotive-Grade Bluetooth SoC from 2021 to 2026.

Chapter 3, the Automotive-Grade Bluetooth SoC competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive-Grade Bluetooth SoC breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Automotive-Grade Bluetooth SoC market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive-Grade Bluetooth SoC.

Chapter 14 and 15, to describe Automotive-Grade Bluetooth SoC sales channel, distributors, customers, research findings and conclusion.

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