

# Global Automotive-Grade Bluetooth SoC Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automotive-Grade Bluetooth SoC market size is expected to reach \$ 843 million by 2032, rising at a market growth of 5.8% CAGR during the forecast period (2026-2032).

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 studies the global Automotive-Grade Bluetooth SoC production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive-Grade Bluetooth SoC 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 Automotive-Grade Bluetooth SoC that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Automotive-Grade Bluetooth SoC total production and demand, 2021-2032, (Million Units)

Global Automotive-Grade Bluetooth SoC total production value, 2021-2032, (USD Million)

Global Automotive-Grade Bluetooth SoC production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Automotive-Grade Bluetooth SoC consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Automotive-Grade Bluetooth SoC domestic production, consumption, key domestic manufacturers and share

Global Automotive-Grade Bluetooth SoC production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Automotive-Grade Bluetooth SoC production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Automotive-Grade Bluetooth SoC production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Automotive-Grade Bluetooth SoC market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive-Grade Bluetooth SoC market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Units) and average price (US\$/Unit) by manufacturer, 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 Automotive-Grade Bluetooth SoC Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive-Grade Bluetooth SoC Market, Segmentation by Type:

Bluetooth 4.2/5.0 SoC

Bluetooth 5.1+ SoC

Global Automotive-Grade Bluetooth SoC Market, Segmentation by Integrated Architecture:

Pure Connectivity

Master Controller Integrated

Global Automotive-Grade Bluetooth SoC Market, Segmentation by Power Consumption Level:

Standard Power Consumption

Ultra-Low Power Consumption

Global Automotive-Grade Bluetooth SoC Market, Segmentation by Security Level:

ASIL-B Level

ASIL-D Level

Global Automotive-Grade Bluetooth SoC Market, Segmentation by Application:

In-Car Audio System

In-Car Connectivity and Screen Projection

Onboard Diagnostic System

In-Car Wireless Charging Equipment

#### Companies Profiled:

Renesas Electronics Corporation

NXP

Texas Instruments

Nordic Semiconductor

Silicon Labs

STMicroelectronics

Qualcomm

Telink Semiconductor

Taoxin Technology

HiSilicon

Unisoc

ESPRESSIF SYSTEMS

Beken Corporation

#### Key Questions Answered:

1. How big is the global Automotive-Grade Bluetooth SoC market?
2. What is the demand of the global Automotive-Grade Bluetooth SoC market?
3. What is the year over year growth of the global Automotive-Grade Bluetooth SoC market?
4. What is the production and production value of the global Automotive-Grade Bluetooth SoC market?
5. Who are the key producers in the global Automotive-Grade Bluetooth SoC market?
6. What are the growth factors driving the market demand?

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