

# Global Automotive Wi-Fi and Bluetooth Module Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automotive Wi-Fi and Bluetooth Module market size is expected to reach \$ 5239 million by 2032, rising at a market growth of 9.3% CAGR during the forecast period (2026-2032).

An Automotive Wi-Fi and Bluetooth Module is a specialized wireless communication hardware component designed for automotive applications, integrating both Wi-Fi and Bluetooth radios in a compact, automotive-grade SMT/LGA package with standardized interfaces such as PCIe, SDIO or UART. It typically comprises a Wi-Fi subsystem (supporting IEEE 802.11a/b/g/n/ac/ax/ax-6E standards), a Bluetooth subsystem (supporting Classic Bluetooth and Bluetooth Low Energy), RF front-end, baseband processing, memory, and power management. The module leverages antennas for wireless connectivity, enabling functions such as vehicle hotspot creation, Bluetooth audio and device pairing, infotainment system connectivity, and telematics communications.

Being “automotive-grade” means the module’s design, components and firmware meet stringent automotive quality requirements — e.g., wide operating temperatures (e.g., -40°C to +85°C or beyond), robust vibration/shock tolerance, and high reliability — and follow automotive quality processes and certifications (e.g., IATF 16949, APQP, PPAP). The operating principle involves coordinated operation of Wi-Fi (for high-speed wireless networking as an access point or client station) and Bluetooth (for short-range low-power links and audio profiles), with coexistence mechanisms in hardware and firmware to minimize interference and ensure stable communications.

These modules are typically produced by wireless connectivity and communication solution providers, automotive module manufacturers, and chip suppliers. Typical use

cases include in-vehicle infotainment systems, wireless Android Auto / Apple CarPlay, vehicle Wi-Fi hotspots, over-the-air updates, smart cockpit data services, and remote diagnostics.

The market development opportunities and main driving factors for automotive Wi-Fi and Bluetooth modules stem from the ongoing wave of intelligent and connected vehicles and the automotive OEMs' strong demand for advanced connected features. As smart cockpits, in-vehicle infotainment systems, over-the-air (OTA) updates, and vehicle-to-everything (V2X) technologies proliferate, Wi-Fi and Bluetooth technologies have become indispensable due to their cost-effective and efficient wireless communication capabilities. Especially in advanced driver assistance systems (ADAS) and future autonomous driving architectures, such modules not only support in-car multi-screen interaction, online entertainment, and multi-device connectivity, but also facilitate external communication and edge data transfer, driving a double-digit market growth trajectory. The adoption of next-generation standards such as Wi-Fi 6/6E and Bluetooth 5.3/5.4 enhances product value and increases the number of modules per vehicle. China, as the world's largest consumer and producer of vehicle wireless modules, significantly influences the global competitive landscape through a mature supply chain and local standards development.

Market challenges and risks include cybersecurity and data privacy concerns as vehicles become more connected. The complexity of connected vehicles—with numerous ECUs and software systems—makes them vulnerable to hacking and data breaches, necessitating significant investment in secure protocols and encryption to satisfy automotive safety standards. Additionally, the development and qualification costs for automotive-grade wireless modules are high due to wide-temperature performance, vibration resistance, and EMC/EMI robustness requirements, which raise entry barriers for smaller suppliers and limit penetration in entry-level models. Furthermore, compatibility issues across various vehicle platforms and the rapid evolution of communication standards challenge product lifecycle and integration efforts. Varying data privacy and automotive connectivity regulations across jurisdictions also impose compliance burdens on automakers and suppliers.

Downstream demand trends show a shift from basic connectivity services toward advanced wireless applications. In the passenger vehicle segment, growing consumer expectations for seamless connectivity, in-car entertainment, and intelligent services drive the use of Wi-Fi modules as vehicle hotspots, remote diagnostic endpoints, and infotainment connectivity bridges, while Bluetooth modules provide low-power short-range communication for digital keys, multi-device audio, smartphone integration, and

inter-device links. As smart cockpits and connected services become key differentiators, OEMs increasingly demand high-bandwidth, low-latency wireless solutions, boosting the adoption rates of Wi-Fi 6, Wi-Fi 6E, and beyond. Commercial and specialty vehicle markets also incorporate automotive-grade wireless modules for fleet management and remote monitoring. Additionally, the aftermarket continues to present growth opportunities driven by retrofit demand and emerging sales channels, especially under subscription-based and e-commerce-oriented service models.

This report studies the global Automotive Wi-Fi and Bluetooth Module production, demand, key manufacturers, and key regions.

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

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

Global Automotive Wi-Fi and Bluetooth Module total production and demand, 2021-2032, (K Units)

Global Automotive Wi-Fi and Bluetooth Module total production value, 2021-2032, (USD Million)

Global Automotive Wi-Fi and Bluetooth Module production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Automotive Wi-Fi and Bluetooth Module consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automotive Wi-Fi and Bluetooth Module domestic production, consumption, key domestic manufacturers and share

Global Automotive Wi-Fi and Bluetooth Module production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Automotive Wi-Fi and Bluetooth Module production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automotive Wi-Fi and Bluetooth Module production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automotive Wi-Fi and Bluetooth Module 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 LG Innotek, Murata Manufacturing, ALPS ALPINE, AzureWave Technologies, Telit Cinterion, u-blox, Quectel Wireless Solutions, Fibocom Wireless, MeiG Smart Technology, Rolling Wireless, 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 Wi-Fi and Bluetooth Module market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Wi-Fi and Bluetooth Module Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Wi-Fi and Bluetooth Module Market, Segmentation by Type:

WiFi 6 Module

WiFi 5 Module

Others

Global Automotive Wi-Fi and Bluetooth Module Market, Segmentation by Manufacturing Process:

SMT Surface Mount Module

Through-Hole Module

Embedded/Integrated PCB Module

Pluggable / Connectorized Module

System-in-Package (SiP) Module

Global Automotive Wi-Fi and Bluetooth Module Market, Segmentation by Packaging Material:

Plastic Encapsulated Module

Ceramic Encapsulated Module

Hybrid Composite Encapsulation

Silicon-Glass Encapsulation

Global Automotive Wi-Fi and Bluetooth Module Market, Segmentation by Physical Structural Configuration:

Dual Chip Module

Single Chip Integrated Module

## Global Automotive Wi-Fi and Bluetooth Module Market, Segmentation by Application:

Commercial Vehicle

Passenger Car

## Companies Profiled:

LG Innotek

Murata Manufacturing

ALPS ALPINE

AzureWave Technologies

Telit Cinterion

u-blox

Quectel Wireless Solutions

Fibocom Wireless

MeiG Smart Technology

Rolling Wireless

Sierra Wireless

USI – Universal Scientific Industrial

Wistron NeWeb Corporation

Luxshare Precision Industry

Shenzhen Feasycom

SIMCom Wireless Solutions

Neoway Technology

GosuncnWelink

Inventek Systems

Hon Hai Precision Industry

BYD Electronics

Huaqin Technology

Panasonic Automotive Systems

DENSO Corporation

**Key Questions Answered:**

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

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