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Global Bluetooth LE Transmitter IC 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 Bluetooth LE Transmitter IC market size was valued at US$ 3756 million in 2025 and is forecast to a readjusted size of US$ 6014 million by 2032 with a CAGR of 6.9% during review period.

Bluetooth Low Energy Transmitter Chips are low-power wireless semiconductor devices used to transmit Bluetooth LE advertising, connection, sensor, control, location, and low-rate data signals in short-range wireless systems. In practical product design, this market is mainly represented by Bluetooth LE wireless SoCs, BLE transceiver SoCs, and BLE wireless MCUs, because most commercial devices integrate both transmit and receive functions together with an MCU, memory, peripherals, RF front end, security functions, and protocol stack. This market focuses on chip-level products used in beacons, tags, wearable devices, smart home sensors, HID devices, remote controls, electronic shelf labels, medical devices, industrial sensors, automotive digital keys, and low-power IoT nodes. The core value of Bluetooth Low Energy Transmitter Chips lies in ultra-low power consumption, RF performance, protocol compatibility, certified Bluetooth stack support, low BOM cost, small package size, security, OTA capability, and broad ecosystem compatibility.

Key Findings

Standalone BLE SoCs are the largest chip integration type

Bluetooth 5.0 and 5.1 products still represent a large installed base

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Bluetooth 5.4 is becoming important for electronic shelf labels and large-scale device networks

Wearables, smart home, HID, beacons, and asset tags are the largest application clusters

China is a major demand region and an increasingly important BLE SoC supply base

Market Trends

The Bluetooth Low Energy Transmitter Chips market is shifting from simple beacon and remote-control chips toward multiprotocol, secure, software-defined, and application-specific wireless SoCs. Bluetooth 5.4 features such as Periodic Advertising with Responses are supporting electronic shelf labels and dense low-power device networks, while Bluetooth 6.x Channel Sounding is creating a new upgrade path for secure ranging and proximity applications. Chip vendors are also integrating BLE with Thread, Zigbee, Matter, proprietary 2.4GHz protocols, edge AI, stronger security, and automotive-grade features.

Market Dynamics

Drivers

Demand is driven by wearables, smart home devices, electronic shelf labels, asset tracking, HID devices, medical sensors, industrial IoT, digital keys, and low-power wireless control systems. Bluetooth LE is attractive because it is supported by smartphones, tablets, PCs, gateways, and a large developer ecosystem, allowing low-cost devices to connect without proprietary readers in many applications.

Restraints

The market is restrained by intense price competition, high certification requirements, protocol-stack complexity, radio coexistence challenges, and overlap with Wi-Fi/Bluetooth combo chips, dual-mode audio SoCs, and wireless modules. Revenue

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separation can be difficult because BLE functions are often embedded in multiprotocol SoCs, Wi-Fi/BLE combo chips, modules, or complete end products.

Opportunities

Key opportunities are concentrated in Bluetooth 5.4 ESL chips, smart labels, Find My-compatible tags, Bluetooth Mesh lighting, Matter-over-Thread gateway companion devices, automotive digital keys, wireless BMS, medical patches, industrial sensors, and Bluetooth 6.x ranging. Chinese vendors have opportunities in cost-sensitive IoT, smart home, ESL, remote controls, and domestic substitution, while global vendors remain strong in industrial, medical, automotive, secure IoT, and high-reliability ecosystems.

Challenges

The main challenges include reducing active and sleep power, improving RF sensitivity, maintaining protocol-stack stability, passing Bluetooth certification, supporting OTA and security updates, reducing BOM cost, handling dense-device interference, and differentiating in a highly fragmented IoT market. For next-generation chips, support for PAwR, Channel Sounding, stronger cryptography, edge AI, and multiprotocol coexistence will become more important.

Competitive Landscape Analysis

The competitive landscape is led by Nordic Semiconductor, Texas Instruments, Silicon Labs, Renesas, Infineon, STMicroelectronics, NXP, onsemi, Telink, Espressif, Beken, Goodix, Phyplus, Ambiq, Microchip, Qorvo, and Analog Devices. Nordic remains highly influential in developer ecosystems and low-power BLE SoCs. TI, Silicon Labs, ST, NXP, Renesas, Infineon, and onsemi are strong in industrial, medical, automotive, and secure IoT applications. Telink, Espressif, Beken, Goodix, and Phyplus are important China-based suppliers in smart home, ESL, remote controls, tags, and low-cost IoT. Competition is based on power consumption, RF performance, protocol version support, development tools, software stack maturity, certification, cost, package size, security, and ecosystem support.

Report Scope

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This report is a detailed and comprehensive analysis for global Bluetooth LE Transmitter IC market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Bluetooth Version 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 Bluetooth LE Transmitter IC market size and forecasts, in consumption value ($ Million), sales quantity (Million Units), and average selling prices (US$/Unit), 2021-2032

Global Bluetooth LE Transmitter IC 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 Bluetooth LE Transmitter IC market size and forecasts, by Bluetooth Version and by Application, in consumption value ($ Million), sales quantity (Million Units), and average selling prices (US$/Unit), 2021-2032

Global Bluetooth LE Transmitter IC 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 Bluetooth LE Transmitter IC

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 Bluetooth LE Transmitter IC market based on the following parameters - company overview, sales quantity, revenue, price, gross

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margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nordic Semiconductor, Texas Instruments, Silicon Labs, Telink Semiconductor, Renesas Electronics, Infineon Technologies, STMicroelectronics, Espressif Systems, NXP Semiconductors, Beken Corporation, etc.

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

Bluetooth LE Transmitter IC market is split by Bluetooth Version and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Bluetooth Version, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market Segmentation

Market segment by Bluetooth Version

Bluetooth 5.0

Bluetooth 5.1

Bluetooth 5.2

Bluetooth 5.3

Bluetooth 5.4

Market segment by TX Output Power

Ultra-low TX Power: ?0 dBm

Low TX Power: >0–4 dBm

Mainstream TX Power: >4–8 dBm

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High TX Power: >8–10 dBm

Extended TX Power: >10 dBm

Market segment by MCU Core Architecture

Arm Cortex-M0 / M0+ BLE SoC

Arm Cortex-M3 / M4 BLE SoC

Arm Cortex-M23 / M33 BLE SoC

RISC-V BLE SoC

Market segment by Application

Wearables and Personal Devices

Smart Home and Building Devices

HID, Remote Controls and Peripherals

Beacons, Tags and Asset Tracking

Electronic Shelf Labels and Retail IoT

Industrial, Medical and Instrumentation

Automotive and Mobility

Major players covered

Nordic Semiconductor

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Texas Instruments

Silicon Labs

Telink Semiconductor

Renesas Electronics

Infineon Technologies

STMicroelectronics

Espressif Systems

NXP Semiconductors

Beken Corporation

onsemi

Goodix Technology

Ambiq

Microchip Technology

Phyplus Technologies

Qorvo

Analog Devices

Realtek Semiconductor

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

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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)

Chapter Outline

Chapter 1, to describe Bluetooth LE Transmitter IC product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Bluetooth LE Transmitter IC, with price, sales quantity, revenue, and global market share of Bluetooth LE Transmitter IC from 2021 to 2026.

Chapter 3, the Bluetooth LE Transmitter IC competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Bluetooth LE Transmitter IC 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 Bluetooth Version and by Application, with sales market share and growth rate by Bluetooth Version, 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 Bluetooth LE Transmitter IC market forecast, by regions, by Bluetooth Version, and by Application, with sales and revenue, from 2027 to 2032.

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

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Chapter 13, the key raw materials and key suppliers, and industry chain of Bluetooth LE Transmitter IC.

Chapter 14 and 15, to describe Bluetooth LE Transmitter IC sales channel, distributors, customers, research findings and conclusion.

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