

Global GPS Watch Tracker Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G53D74C90CC8EN.html>

Date: January 2026

Pages: 156

Price: US\$ 4,480.00 (Single User License)

ID: G53D74C90CC8EN

Abstracts

The global GPS Watch Tracker market size is expected to reach \$ 47500 million by 2032, rising at a market growth of 9.5% CAGR during the forecast period (2026-2032).

In 2024, the global production of GPS watch trackers will reach 83,220 K Units, with an average selling price of US\$277 per unit. A watch GPS location tracker is a wearable device that integrates a global positioning system (GPS) module, usually in the form of a watch, with real-time positioning, track recording, geo-fencing, SOS emergency call and other functions. It determines the wearer's geographic location by receiving satellite signals, and can transmit data to a mobile device or cloud platform for monitoring and analysis. Modern GPS watches are not only used for location tracking, but also integrate health monitoring (such as heart rate, steps, sleep), communication (such as calls, text messages), navigation and sports recording functions. They are widely used in child safety, elderly care, outdoor sports, medical monitoring, judicial supervision and other fields. With the advancement of technology, the device is smaller, has longer battery life, and more accurate positioning, becoming an important part of the smart wearable market.

The global GPS watch tracker industry has experienced significant development in the past, led by developed countries such as Switzerland, the United States, and Japan, and companies have maintained their lead in technology, R&D, and equipment. At the same time, Chinese manufacturers have shown strong momentum in cost control and process improvement, and their international market share has continued to rise. With the rise of smart watches, the traditional GPS watch market is facing competitive pressure, and some brands have maintained their market advantages through style innovation and product quality. Overall, the field is shifting from functional competition to brand and technology integration, and the future competition landscape will be more

complex and diversified.

The global GPS watch positioning tracker market is rapidly evolving from basic positioning devices to intelligent platforms that integrate 'health, safety and communication' functions, especially in the fields of child care and elderly care. AI and data analysis technologies are empowering devices and promoting the implementation of new scenarios such as behavior recognition and health warnings. Regional development has diverged, with North America and Europe being relatively mature, Asia-Pacific growing rapidly, and Latin America and the Middle East holding potential; policy-driven has also accelerated the release of demand for specific applications such as judicial supervision and campus safety. Despite the broad market opportunities, challenges such as battery life, privacy compliance, and user education still exist, becoming the key points of innovation and competition in the next stage.

This report studies the global GPS Watch Tracker production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for GPS Watch Tracker 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 GPS Watch Tracker that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global GPS Watch Tracker total production and demand, 2021-2032, (K Units)

Global GPS Watch Tracker total production value, 2021-2032, (USD Million)

Global GPS Watch Tracker production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global GPS Watch Tracker consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: GPS Watch Tracker domestic production, consumption, key domestic manufacturers and share

Global GPS Watch Tracker production by manufacturer, production, price, value and

market share 2021-2026, (USD Million) & (K Units)

Global GPS Watch Tracker production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global GPS Watch Tracker production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global GPS Watch Tracker 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 Fitbit (Google), Suunto, Apple, Garmin, Samsung, Polar, MesidaTech, Coros, TAG Heuer, iSmarch, 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 GPS Watch Tracker market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Sales Channel. 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 GPS Watch Tracker Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global GPS Watch Tracker Market, Segmentation by Type:

Basic GPS Watch

Smart GPS Watch

Global GPS Watch Tracker Market, Segmentation by Sales Channel:

Child Safety

Elderly Care

Sports & Outdoors

Others

Companies Profiled:

Fitbit (Google)

Suunto

Apple

Garmin

Samsung

Polar

MesidaTech

Coros

TAG Heuer

iSmarch

Wonlex

Gurtam Flespi

Timex

ThinkRace

Xiaomi

Huawei

Starmax

Chileaf

Zepp Health

Queclink

HuatenGlobal

Key Questions Answered:

1. How big is the global GPS Watch Tracker market?
2. What is the demand of the global GPS Watch Tracker market?
3. What is the year over year growth of the global GPS Watch Tracker market?
4. What is the production and production value of the global GPS Watch Tracker market?
5. Who are the key producers in the global GPS Watch Tracker market?

6. What are the growth factors driving the market demand?

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