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Global IoT Asset Tracker 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 IoT Asset Tracker market size was valued at US$ 4167 million in 2025 and is forecast to a readjusted size of US$ 8715 million by 2032 with a CAGR of 11.0% during review period.

IoT asset trackers are connected hardware devices, tags, or sensorized terminals designed to monitor the location, condition, movement, and operational status of physical assets in enterprise, industrial, logistics, healthcare, and supply-chain environments. These devices typically integrate GNSS positioning, cellular, satellite, LPWAN, Bluetooth Low Energy, UWB, Wi-Fi scanning, active RFID, or hybrid communication technologies with low-power electronics, batteries or external power, rugged enclosures, antennas, and optional sensors for temperature, humidity, light, shock, tilt, tamper, and motion detection. The category focuses on trackers attached to or embedded in non-powered assets, cargo, containers, trailers, returnable transport items, tools, industrial equipment, medical assets, cold-chain shipments, and high-value goods, together with connectivity and device-management services that are directly bundled with the tracking hardware.

Based on our research, the IoT asset tracker market should be understood as a hardware-led but service-enabled category. The core value is not only the tracker itself, but the combination of low-power electronics, positioning, wireless connectivity, sensor data, device management, and application workflows. Cellular GNSS devices remain the largest revenue pool because they serve trailers, containers, rental equipment, cargo, and other mobile or non-powered assets. BLE, UWB, and active RFID tags address indoor and high-precision use cases such as healthcare equipment, tools, manufacturing assets, and warehouse inventory. LPWAN technologies such as

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LoRaWAN, LTE-M, and NB-IoT fill an important middle ground where long battery life, lower device cost, and wide-area coverage are more important than continuous real-time positioning. As customers move from simple ?where is my asset? questions toward utilization, security, compliance, and condition monitoring, the market is shifting from device procurement to connected asset operations.

Demand growth is mainly driven by logistics visibility, cold-chain compliance, non-powered asset management, construction equipment utilization, healthcare asset efficiency, and manufacturing/warehouse automation. In transport and logistics, the most scalable use cases include trailers, containers, returnable transport items, pallets, crates, and high-value cargo. In cold chain and life sciences, real-time monitoring of temperature, location, light exposure, and shock is becoming a standard part of shipment assurance. In industrial and construction markets, the value proposition is less about continuous tracking and more about theft prevention, utilization, maintenance, job-site visibility, and equipment lifecycle management. In hospitals, factories, and warehouses, BLE and UWB tags help reduce search time, improve utilization, and enable automated inventory workflows. The market will continue to grow as hardware cost declines and as more asset categories become economically trackable.

From a technology perspective, the market is moving toward multimode positioning, longer battery life, lower total cost of ownership, and more application-specific form factors. Cellular GNSS devices are adding Wi-Fi scanning, BLE gateways, solar assist, and tamper detection. LPWAN trackers are expanding in campuses, utilities, agriculture, and industrial sites. BLE and UWB RTLS tags are becoming smaller, cheaper, and more specialized for healthcare and industrial workflows. Satellite and hybrid trackers remain important for remote assets and global supply chains. Ambient IoT and smart-label approaches are still emerging, but they could expand the addressable market by making item-level or package-level tracking economically viable. Competitive differentiation will increasingly depend on battery design, firmware reliability, global connectivity, data quality, platform integration, and the ability to solve vertical workflow problems rather than on hardware specifications alone.

This report is a detailed and comprehensive analysis for global IoT Asset Tracker 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.

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Key Features:

Global IoT Asset Tracker market size and forecasts, in consumption value ($ Million), sales quantity (Units), and average selling prices (US$/Unit), 2021-2032

Global IoT Asset Tracker market size and forecasts by region and country, in consumption value ($ Million), sales quantity (Units), and average selling prices (US$/Unit), 2021-2032

Global IoT Asset Tracker market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (Units), and average selling prices (US$/Unit), 2021-2032

Global IoT Asset Tracker market shares of main players, shipments in revenue ($ Million), sales quantity (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 IoT Asset Tracker

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 IoT Asset Tracker 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 Carrier Global Corporation, ASSA ABLOY AB, Zebra Technologies Corporation, Samsara Inc., Geotab Inc., ORBCOMM Inc., Powerfleet, Inc., Globalstar, Inc., CalAmp, Teltonika Telematics, etc.

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

Market Segmentation

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IoT Asset Tracker 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

GPS / GNSS Asset Tracker

UWB RTLS Tag

LoRaWAN Asset Tracker

Other

Market segment by Connectivity Technology

Cellular

LPWAN

Bluetooth Low Energy

UWB

Other

Market segment by Power Supply

Replaceable Battery

Wired Power

Energy Harvesting

Other

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Market segment by Application

- Mobile Asset Tracking
- Shipment Tracking
- Indoor Asset Location
- Anti-theft & Tamper Monitoring
- Other

Major players covered

- Carrier Global Corporation
- ASSA ABLOY AB
- Zebra Technologies Corporation
- Samsara Inc.
- Geotab Inc.
- ORBCOMM Inc.
- Powerfleet, Inc.
- Globalstar, Inc.
- CalAmp
- Teltonika Telematics
- Digital Matter

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Queclink Wireless Solutions Co., Ltd.

Geoforce

Tive, Inc.

Controlant hf.

Copeland LP

Halma plc

KINEXON GmbH

Trackunit A/S

Traxens

OnAsset Intelligence, Inc.

Savi Technology

Hanhaa Limited

AiRISTA

Sonitor Technologies

Quuppa Oy

Kontakt.io

Ubisense Ltd.

Litum Technologies

Inpixon

Link Labs

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TEKTELIC Communications Inc.

Actility S.A.

Sensolus NV

Ruptela

Milesight IoT

Shenzhen Jimi IoT Co., Ltd.

Meitrack Group

TOPFLYtech

Shenzhen Minew Technologies Co., Ltd.

MOKO SMART

Feasycom

Dragino Technology Co., Ltd.

RAKwireless

Systems & Technology Corp.

Browan Communications Inc.

Eelink

BlueUp Srl

Wiliot Ltd.

Market segment by region, regional analysis covers

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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 IoT Asset Tracker product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of IoT Asset Tracker, with price, sales quantity, revenue, and global market share of IoT Asset Tracker from 2021 to 2026.

Chapter 3, the IoT Asset Tracker competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the IoT Asset Tracker 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 IoT Asset Tracker 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 IoT Asset

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Tracker.

Chapter 14 and 15, to describe IoT Asset Tracker sales channel, distributors, customers, research findings and conclusion.

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