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Global IoT Asset Tracker Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global IoT Asset Tracker market size is expected to reach $ 8715 million by 2032, rising at a market growth of 11.0% CAGR during the forecast period (2026-2032).

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 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-

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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 studies the global IoT Asset Tracker production, demand, key manufacturers, and key regions.

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

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Highlights and key features of the study
Global IoT Asset Tracker total production and demand, 2021-2032, (Units)
Global IoT Asset Tracker total production value, 2021-2032, (USD Million)
Global IoT Asset Tracker production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)
Global IoT Asset Tracker consumption by region & country, CAGR, 2021-2032 & (Units)
U.S. VS China: IoT Asset Tracker domestic production, consumption, key domestic manufacturers and share
Global IoT Asset Tracker production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)
Global IoT Asset Tracker production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)
Global IoT Asset Tracker production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global IoT Asset 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World IoT Asset Tracker market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (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 IoT Asset Tracker Market, By Region:

United States

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China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global IoT Asset Tracker Market, Segmentation by Type:

GPS / GNSS Asset Tracker

UWB RTLS Tag

LoRaWAN Asset Tracker

Other

Global IoT Asset Tracker Market, Segmentation by Connectivity Technology:

Cellular

LPWAN

Bluetooth Low Energy

UWB

Other

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Global IoT Asset Tracker Market, Segmentation by Power Supply:

Replaceable Battery

Wired Power

Energy Harvesting

Other

Global IoT Asset Tracker Market, Segmentation by Application:

Mobile Asset Tracking

Shipment Tracking

Indoor Asset Location

Anti-theft & Tamper Monitoring

Other

Companies Profiled:

Carrier Global Corporation

ASSA ABLOY AB

Zebra Technologies Corporation

Samsara Inc.

Geotab Inc.

ORBCOMM Inc.

Powerfleet, Inc.

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Globalstar, Inc.

CalAmp

Teltonika Telematics

Digital Matter

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

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Kontakt.io

Ubisense Ltd.

Litum Technologies

Inpixon

Link Labs

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.

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Eelink

BlueUp Srl

Wiliot Ltd.

Key Questions Answered:
1. How big is the global IoT Asset Tracker market?
2. What is the demand of the global IoT Asset Tracker market?
3. What is the year over year growth of the global IoT Asset Tracker market?
4. What is the production and production value of the global IoT Asset Tracker market?
5. Who are the key producers in the global IoT Asset Tracker market?
6. What are the growth factors driving the market demand?

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