

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

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Abstracts

The global IoT Asset Tracking Solutions market size is expected to reach \$ 11344 million by 2032, rising at a market growth of 11.6% CAGR during the forecast period (2026-2032).

IoT Asset Tracking Solutions refer to a complete set of digital solutions that use IoT technology to continuously monitor, visualize, and manage the location, status, and usage of various enterprise assets in indoor or outdoor environments.

Gross Margin Levels

The gross margin of IoT asset tracking solutions essentially depends on the 'hardware proportion' and the 'subscription level.' In the early stages of the industry or under a model primarily focused on end-user sales, the gross margin of hardware such as trackers/tags is typically low to medium (and is also affected by the costs of communication modules, sensors, batteries, casings, and certifications), while the gross margin of software such as platform subscriptions, data services, alarms, and analytics is higher. As solutions move towards 'platform subscriptions + scalable connectivity + standardized delivery,' the overall gross margin is usually boosted by software subscriptions. Leading subscription-based operational platform companies can demonstrate higher gross margin levels (e.g., Samsara's disclosed gross margin is in the 70%+ range), reflecting the strengthening of the unit economic model by 'software/scalability.'

Industry Drivers

The core driver of growth in IoT asset tracking solutions is not simply 'location capability,' but rather the rising demand from enterprises for cross-scenario visualization and verifiable operations. On one hand, supply chain fluctuations and inventory and turnover pressures force enterprises to incorporate 'asset utilization, in-transit risks, loss, and idleness' into quantifiable management. On the other hand, declining costs of cellular and low-power networks, positioning, and sensors make it economically viable

to 'equip more assets with connectable tags/terminals,' driving rapid expansion in terminal usage (ABI projects significant growth in usage from 2023 to 2029). Simultaneously, demands for cold chain compliance (temperature/unpacking/vibration traceability), equipment leasing and construction machinery anti-theft, medical asset inventory and circulation efficiency, and park security and personnel/forklift coordination are pushing asset tracking from a 'single-point location tool' to a 'process and risk control platform.'

This report studies the global IoT Asset Tracking Solutions demand, key companies, and key regions.

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

Highlights and key features of the study

Global IoT Asset Tracking Solutions total market, 2021-2032, (USD Million)

Global IoT Asset Tracking Solutions total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: IoT Asset Tracking Solutions total market, key domestic companies, and share, (USD Million)

Global IoT Asset Tracking Solutions revenue by player, revenue and market share 2021-2026, (USD Million)

Global IoT Asset Tracking Solutions total market by Type, CAGR, 2021-2032, (USD Million)

Global IoT Asset Tracking Solutions total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global IoT Asset Tracking Solutions market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ORBCOMM, Samsara, Geotab, Verizon Connect, Webfleet, Teletrac Navman, Fleet Complete, Powerfleet, Zonar Systems, Trackunit, 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 Tracking Solutions market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, 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 Tracking Solutions Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global IoT Asset Tracking Solutions Market, Segmentation by Type:

Cellular Type

Non-Cellular Type

Global IoT Asset Tracking Solutions Market, Segmentation by Tracking Objects:

Fixed Assets

Mobile Assets

Consumable Assets

Global IoT Asset Tracking Solutions Market, Segmentation by Deployment Methods:

Cloud-based

On-premise

Global IoT Asset Tracking Solutions Market, Segmentation by Application:

Logistics and Supply Chain

Cold Chain Food

Manufacturing

Others

Companies Profiled:

ORBCOMM

Samsara

Geotab

Verizon Connect

Webfleet

Teletrac Navman

Fleet Complete

Powerfleet

Zonar Systems

Trackunit

Spireon

Ruptela

Teltonika Telematics

Jimi IoT

Digital Matter

Nexxiot

Traxens

Globe Tracker

Sensitech

Roambee

Key Questions Answered

1. How big is the global IoT Asset Tracking Solutions market?
2. What is the demand of the global IoT Asset Tracking Solutions market?
3. What is the year over year growth of the global IoT Asset Tracking Solutions market?
4. What is the total value of the global IoT Asset Tracking Solutions market?
5. Who are the Major Players in the global IoT Asset Tracking Solutions market?
6. What are the growth factors driving the market demand?

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