

Global OBD-II GPS 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 OBD-II GPS Tracker market size was valued at US\$ 784 million in 2025 and is forecast to a readjusted size of US\$ 1815 million by 2032 with a CAGR of 12.7% during review period.

In 2025, global OBD-II GPS Tracker production reached approximately 13.6 million units with an average global market price of around US\$56 per unit. Single-line annual production capacity averages 60 k units with a gross margin of approximately 38-39%. The upstream of the OBD-II GPS Tracker industry primarily consists of electronic components such as chips, sensors, and antennas, which are concentrated in the fields of electronics and communications. The downstream applications are divided into passenger cars (accounting for about 60%), commercial vehicles (about 30%), and others (about 10%), with consumption proportions. The industry chain analysis indicates a rapid growth in market demand. The demand analysis points out that with the increase in the number of vehicles on the road and the rising demand for location-based services, there is a continuous upward trend in the market demand for OBD-II GPS Trackers. The business opportunity analysis emphasizes that the integration of big data and the Internet of Things technology is bringing new growth points to the industry.

The OBD-II GPS Tracker is a sophisticated device designed to seamlessly integrate with vehicles, offering an effortless plug-and-play experience. It serves as a robust solution for real-time tracking, providing accurate location data while ensuring the vehicle's safety and efficiency. This compact tracker offers a comprehensive suite of features, including comprehensive mapping, geofencing, and historical tracking, making it an indispensable tool for monitoring and managing the vehicle's performance. It also enables remote control and alert notifications, ensuring peace of mind for the user. In

essence, the OBD-II GPS Tracker is a powerful, user-friendly device that enhances the overall experience of vehicle ownership.

This report is a detailed and comprehensive analysis for global OBD-II GPS 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.

Key Features:

Global OBD-II GPS Tracker market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

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

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

Global OBD-II GPS Tracker market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 OBD-II GPS 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 OBD-II GPS 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 Teltonika, Ruptela, CalAmp, Radius Telematics, Zetronix, LandAirSea, AccuGPS, Bouncie(Tail Light), Geotab, Novatel, etc.

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

Market Segmentation

OBD-II GPS 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

2G

3G

4G

Universal Network Compatibility

Market segment by Positioning Accuracy

Sub-meter Positioning Accuracy

Centimeter-level Positioning Accuracy

Market segment by Application

Passenger Cars

Commercial Vehicles

Others

Major players covered

Teltonika

Ruptela

CalAmp

Radius Telematics

Zetronix

LandAirSea

AccuGPS

Bouncie(Tail Light)

Geotab

Novatel

iWave Global

ATrack Technology

Shenzhen Sinocastel

Shenzhen Seg Smartechs

Shenzhen Jimi IoT

Guangdong Gosun Telecommunications

Shenzhen Neoway Technology

Shandong Zhiren Cloud IoT

Luanyi Technology (Shenzhen)

Shenzhen Connected Car Cloud Technology

ShenZhen ZhuoTaiDa Electronic Technology

Shenzhen Nazve Technology

Shanghai Queclink Wireless Solutions

Shenzhen Vodofo Technology

Shenzhen Boshijie Technology

Shanghai Zhuoyuan Information Technology

Guangxi Hengsheng Electronics Technology

Shanghai Quectel Wireless Solutions

Guangdong Changbao Information Technology

Market segment by region, regional analysis covers
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 OBD-II GPS Tracker product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of OBD-II GPS Tracker, with price, sales quantity, revenue, and global market share of OBD-II GPS Tracker from 2021 to 2026.

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

Chapter 4, the OBD-II GPS 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 OBD-II GPS 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 OBD-II GPS Tracker.

Chapter 14 and 15, to describe OBD-II GPS Tracker sales channel, distributors, customers, research findings and conclusion.

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