

Global Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal market size was valued at US\$ 561 million in 2025 and is forecast to a readjusted size of US\$ 992 million by 2032 with a CAGR of 8.6% during review period.

The passenger vehicle positioning terminal is designed based on GPS/Beidou positioning technology, mainly including 2G/4G wiring type positioning terminal, wireless ultra-long standby type positioning terminal, OBD positioning terminal and other products, which are mainly used in scenarios such as automobile finance, cargo tracking, vehicle management, insurance claims, etc. The main functions of the passenger car positioning terminal include location monitoring and abnormal status alarm. The passenger car positioning terminal is placed or installed in mobile assets, and collects the location, movement trajectory, vehicle status and other information of the target asset in real time through sensors and satellite navigation system processors, and uploads the collected information to the enterprise management platform to achieve tracking and positioning of the target asset. In addition, when the asset or equipment status is abnormal, the passenger car positioning terminal uploads the abnormal status data to the enterprise management platform to ensure the safety of the target asset.

With the development of UBI insurance, auto finance, fleet management, and used car markets, the market for aftermarket positioning terminals for passenger cars continues to expand, but with the improvement of the integration of front-end positioning terminals, the demand space for aftermarket positioning terminals has slowed down. Many new cars are already equipped with intelligent functions such as high-precision GNSS, V2X, remote diagnosis, and fleet management when they leave the factory, which further

compresses the market share of traditional aftermarket 2G/4G positioning terminals in high-end models, especially in the fields of UBI insurance, rental car management, and auto finance risk control. The original data provided by OEM manufacturers gradually replaces the functions of aftermarket equipment.

In terms of regions, the North American market benefits from the rapid development of UBI insurance, fleet management, and shared travel, and there is a strong demand for high-precision, multi-functional intelligent positioning terminals. The products are based on high added value and compliance as their core competitiveness. Driven by strict data privacy regulations and intelligent connected car policies, the European market tends to favor high-end automotive-grade terminals. V2X communication and AI analysis technologies play an important role in fleet management and autonomous driving verification. As the world's largest aftermarket, the Chinese market is mainly driven by car loan risk control and leasing management needs, with 2G/4G wired and basic wireless terminals as the mainstream. Demand in emerging markets such as Southeast Asia and Latin America is growing rapidly. Low-cost wireless terminals are widely used in used car supervision, anti-theft and other scenarios, but the market is not yet mature. They are mainly supplied by Chinese companies and show fierce price competition. Overall, the global market is evolving from a basic positioning to an intelligent and data-driven direction. The North American and European markets have a clear trend towards high-end development, while China and emerging markets still focus on cost-effectiveness and large-scale supply as core competitive points. In the future, the markets in various regions will deepen their development along different technical paths.

In terms of product types, wired types occupy an important position, and it is expected that the share will reach 65.31% in 2031. Wired terminals will continue to dominate in the fields of auto loan risk control, leasing management, and UBI insurance due to their stable power supply, high-precision positioning, and long-term online monitoring capabilities. With the advancement of battery technology, the endurance of wireless GPS terminals has been improved. Wireless terminals will have the characteristics of convenient installation, strong concealment, and no external power supply requirements, and the demand in the short-term leasing, second-hand car trading, and personal anti-theft markets will grow rapidly.

At the same time, in terms of application, the share of car rental in 2024 is about 38.43%, and the CAGR in the next few years is about 8.69%. The automotive finance and leasing markets are the core driving forces, accounting for the highest proportion, and are expected to continue to grow rapidly. UBI insurance has a large development

space, but due to the regulatory policies of various countries, the growth rhythm is different. At present, the development speed of European and American countries is faster than that of China, and China's OBD smart terminals are also mainly exported to European and American countries.

In terms of international market share and ranking, the main manufacturers are Shenzhen Jimi IoT, Shanghai Yiwei Communication, Shenzhen Boshijie Technology, Teltonika, and Guangzhou Gaoxingxing Technology. The top five manufacturers in 2024 account for about 51.49% of the international market. The passenger car positioning market presents a clear hierarchical structure, among which Chinese companies mainly focus on the research and development and production of low-end products with relatively simple functions, relatively low prices, and a large export ratio. However, foreign companies dominate the market for high-end positioning terminals, which have advanced technical characteristics and multifunctional applications and mainly serve the international market.

The global passenger car positioning terminal market will transform from price competition to intelligence and data value mining. Chinese companies dominate the low-cost market, and international companies focus on high-end applications, eventually forming a market segmentation pattern guided by application scenarios. With the vigorous development of the financial, insurance and car rental industries, the demand for high-precision positioning and real-time monitoring is increasing, which further drives up the price of passenger car positioning terminals. Overall, the market for passenger car positioning terminals is developing towards high-end and diversified development. In the future, more innovative products will emerge to meet the changing market needs. It is expected that industry competition will become more intense in the next few years, especially in the China market.

This report is a detailed and comprehensive analysis for global Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal market size and forecasts, in

Global Passenger Vehicle Positioning Terminal Market 2026 by Manufacturers, Regions, Type and Application, For...

consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal

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 Passenger Vehicle Positioning Terminal 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 Shenzhen Jimi IoT, Queclink Wireless Solutions, Shenzhen Boshijie Technology, Teltonika, Gosuncn Technology Group, Spireon, Shenzhen Xinyuanrun, Shenzhen Neoway Technology, Shenzhen Coban Electronics, Radius Telematics, etc.

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

Market Segmentation

Passenger Vehicle Positioning Terminal 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

Wireless

Wired

Market segment by Application

Automotive Finance

Automotive Insurance

Automotive Rental

Other

Major players covered

Shenzhen Jimi IoT

Queclink Wireless Solutions

Shenzhen Boshijie Technology

Teltonika

Gosuncn Technology Group

Spireon

Shenzhen Xinyuanrun

Shenzhen Neoway Technology

Shenzhen Coban Electronics

Radius Telematics

Shenzhen vodofo

Ruptela

ATrack 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 Passenger Vehicle Positioning Terminal product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Passenger Vehicle Positioning Terminal, with price, sales quantity, revenue, and global market share of Passenger Vehicle Positioning Terminal from 2021 to 2026.

Chapter 3, the Passenger Vehicle Positioning Terminal competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal 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 Passenger Vehicle Positioning Terminal.

Chapter 14 and 15, to describe Passenger Vehicle Positioning Terminal sales channel, distributors, customers, research findings and conclusion.

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