

Global Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags market size was valued at US\$ 160 million in 2025 and is forecast to a readjusted size of US\$ 364 million by 2032 with a CAGR of 12.4% during review period.

In 2025, global Personnel UWB Positioning Tags production reached approximately 2.07 million units, with an average global market price of around US\$75 per unit.

Personnel UWB positioning tags are small wearable devices based on Ultra-Wideband (UWB) wireless communication technology, typically designed as badges, wristbands, or ID cards worn by workers. These tags periodically transmit UWB signals to nearby anchors in a real-time location system (RTLS), allowing the system to determine their position with centimeter-level accuracy. By measuring signal time-of-flight or time-difference-of-arrival, the system can track personnel location, movement history, geofencing, emergency alerts, and safety monitoring. Such tags are widely used in factories, construction sites, hospitals, prisons, warehouses, and smart manufacturing environments.

The upstream segment of the personnel UWB positioning tag industry mainly includes suppliers of UWB chips, RF modules, batteries, PCBs, antennas, housing materials, and embedded software. Representative component suppliers include Qorvo, NXP Semiconductors, Decawave (now part of Qorvo), Murata, and TDK. The midstream segment consists of manufacturers of UWB positioning tags and RTLS systems that design the hardware, develop positioning algorithms, and integrate the overall solution. The downstream applications involve industries requiring personnel safety and operational visibility, such as mining companies (e.g., BHP, Rio Tinto), automotive

manufacturers (e.g., BMW, Audi), large logistics and warehouse operators (e.g., DHL, Amazon), as well as hospitals, prisons, and construction companies that use UWB tags for workforce monitoring, safety management, and productivity optimization.

The personnel UWB positioning tag market is currently experiencing rapid growth, driven primarily by the expansion of smart manufacturing, industrial digitalization, and workplace safety management. As factories and industrial facilities adopt Industry 4.0 and real-time operational visibility, the demand for high-precision indoor positioning technologies continues to increase. UWB technology is gaining wider adoption due to its centimeter-level accuracy, strong resistance to interference, and suitability for real-time location systems in industrial environments. In addition, declining chip costs and improved technology standardization are facilitating broader deployment of UWB-based positioning solutions. However, the market still faces challenges such as relatively high infrastructure investment, complex system integration, and cautious adoption by some enterprises due to ROI considerations. Competing technologies such as Bluetooth and Wi-Fi positioning also provide lower-cost alternatives in certain scenarios. Overall, with the acceleration of industrial digital transformation and stricter safety regulations, the personnel UWB positioning tag market is expected to maintain strong long-term growth potential.

This report is a detailed and comprehensive analysis for global Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags

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 Personnel UWB Positioning Tags 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 Zebra, Ubisense, Sewio Networks, Infsoft, BlueCats, Airista, Pozyx, Inpixon, Quuppa, Kontakt.io, etc.

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

Market Segmentation

Personnel UWB Positioning Tags 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

Bracelet-Type Positioning Tags

Wrist-Band Positioning Tags

Clothing-Type Positioning Tags

Others

Market segment by Power Supply Method

Battery Powered

Rechargeable

Market segment by Positioning Accuracy

10-20 cm

20-30 cm

Others

Market segment by Application

Public Safety

Retail Industry

Logistics Industry

Medical Insurance

Others

Major players covered

Zebra

Ubisense

Sewio Networks

Infsoft

BlueCats

Airista

Pozyx

Inpixon

Quuppa

Kontakt.io

Skylab M&C

Tsingoal

Jwuwb

Locaris

Haoyun Technologies

Woxu Wireless

DMATEK

UbiTraq

Renwei Electronics

Cloudforce

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 Personnel UWB Positioning Tags product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Personnel UWB Positioning Tags, with price, sales quantity, revenue, and global market share of Personnel UWB Positioning Tags from 2021 to 2026.

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

Chapter 4, the Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags 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 Personnel UWB Positioning Tags.

Chapter 14 and 15, to describe Personnel UWB Positioning Tags sales channel, distributors, customers, research findings and conclusion.

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