

Global Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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 core of Plug & Play On-Board Diagnostics GPS Trackers consists of GNSS/communication modules, automotive-grade MCUs, and specialized sensors; the midstream relies on mature EMS/ODM manufacturers, while downstream applications are segmented into passenger vehicles (approximately 65%), commercial vehicles (around 30%), and other sectors (e.g., specialty vehicles, approximately 5%), with the overall chain driven by the dual forces of automotive electronics and the Internet of Things. The need for real-time perception integrating native vehicle data with travel trajectories is driven by demands for refined telematics operations, the standardization of UBI insurance models, and cost reduction and efficiency improvement in fleet management. The commercial opportunity lies in combining CAN bus data with cloud analytics platforms to build high-value-added data service ecosystems, such as driving behavior scoring, predictive maintenance, and battery health monitoring (for new energy vehicles).

Plug & Play On-Board Diagnostics GPS Tracker fundamentally leverages the vehicle's existing OBD-II interface for both power supply and communication, eliminating the need for external wiring or electrical modifications. This design goes beyond mere

installation convenience; it inherently prevents device failures caused by incorrect wiring or unstable power sources. Crucially, it ensures the terminal maintains continuous access to the vehicle's CAN bus data. This enables deep integration of vehicle status monitoring—such as ignition state, mileage, and reading of certain diagnostic trouble codes—and driving behavior analysis—like hard acceleration, harsh braking, and excessive idling—alongside its core positioning functionality. The core value lies in data fusion: the terminal synchronizes real-time geographic location with dynamic vehicle bus information in a time-space alignment, generating a highly structured data stream of trip-vehicle condition correlation. This elevates subsequent data analysis from simply answering "where is the vehicle" to interpreting "how it is being driven and under what vehicle conditions," providing a concrete foundation for precise management and decision-making.

Furthermore, by being directly integrated with the vehicle's electronic systems, the tracker achieves true sleep-wake synchronization. It automatically enters a low-power mode when the ignition is off, safeguarding the vehicle battery during long-term parking while maintaining continuous anomaly monitoring in a secured state. While the Plug & Play form factor significantly reduces the technical barriers and time costs associated with large-scale deployment, its more profound advantage lies in ensuring the standardization and consistency of the data collection source. It avoids data quality variances stemming from differences in installation practices, thereby allowing backend data processing models and platform analytics to be built upon a unified and reliable data foundation.

This report is a detailed and comprehensive analysis for global Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics GPS Tracker market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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

Plug & Play On-Board Diagnostics 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

3G

4G

Full Network Compatibility

Market segment by Positioning Method

Multiple Positioning Modes

Single Positioning Modes

Market segment by Application

Passenger Cars

Commercial Vehicles

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 Plug & Play On-Board Diagnostics GPS Tracker product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Plug & Play On-Board Diagnostics GPS Tracker, with price, sales quantity, revenue, and global market share of Plug & Play On-Board Diagnostics GPS Tracker from 2021 to 2026.

Chapter 3, the Plug & Play On-Board Diagnostics GPS Tracker competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics 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 Plug & Play On-Board Diagnostics GPS Tracker.

Chapter 14 and 15, to describe Plug & Play On-Board Diagnostics GPS Tracker sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 2G

1.3.3 3G

1.3.4 4G

1.3.5 Full Network Compatibility

1.4 Market Analysis by Positioning Method

1.4.1 Overview: Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Positioning Method: 2021 Versus 2025 Versus 2032

1.4.2 Multiple Positioning Modes

1.4.3 Single Positioning Modes

1.5 Market Analysis by Application

1.5.1 Overview: Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.5.2 Passenger Cars

1.5.3 Commercial Vehicles

1.6 Global Plug & Play On-Board Diagnostics GPS Tracker Market Size & Forecast

1.6.1 Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021 & 2025 & 2032)

1.6.2 Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (2021-2032)

1.6.3 Global Plug & Play On-Board Diagnostics GPS Tracker Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Teltonika

2.1.1 Teltonika Details

2.1.2 Teltonika Major Business

2.1.3 Teltonika Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.1.4 Teltonika Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.1.5 Teltonika Recent Developments/Updates
- 2.2 Ruptela
 - 2.2.1 Ruptela Details
 - 2.2.2 Ruptela Major Business
 - 2.2.3 Ruptela Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.2.4 Ruptela Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 Ruptela Recent Developments/Updates
- 2.3 CalAmp
 - 2.3.1 CalAmp Details
 - 2.3.2 CalAmp Major Business
 - 2.3.3 CalAmp Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.3.4 CalAmp Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.3.5 CalAmp Recent Developments/Updates
- 2.4 Radius Telematics
 - 2.4.1 Radius Telematics Details
 - 2.4.2 Radius Telematics Major Business
 - 2.4.3 Radius Telematics Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.4.4 Radius Telematics Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 Radius Telematics Recent Developments/Updates
- 2.5 Zetronix
 - 2.5.1 Zetronix Details
 - 2.5.2 Zetronix Major Business
 - 2.5.3 Zetronix Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.5.4 Zetronix Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 Zetronix Recent Developments/Updates
- 2.6 LandAirSea
 - 2.6.1 LandAirSea Details
 - 2.6.2 LandAirSea Major Business
 - 2.6.3 LandAirSea Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.6.4 LandAirSea Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.6.5 LandAirSea Recent Developments/Updates
- 2.7 AccuGPS

- 2.7.1 AccuGPS Details
- 2.7.2 AccuGPS Major Business
- 2.7.3 AccuGPS Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.7.4 AccuGPS Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.7.5 AccuGPS Recent Developments/Updates
- 2.8 Bouncie(Tail Light)
- 2.8.1 Bouncie(Tail Light) Details
- 2.8.2 Bouncie(Tail Light) Major Business
- 2.8.3 Bouncie(Tail Light) Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.8.4 Bouncie(Tail Light) Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.8.5 Bouncie(Tail Light) Recent Developments/Updates
- 2.9 Geotab
- 2.9.1 Geotab Details
- 2.9.2 Geotab Major Business
- 2.9.3 Geotab Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.9.4 Geotab Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.9.5 Geotab Recent Developments/Updates
- 2.10 Novatel
- 2.10.1 Novatel Details
- 2.10.2 Novatel Major Business
- 2.10.3 Novatel Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.10.4 Novatel Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.10.5 Novatel Recent Developments/Updates
- 2.11 iWave Global
- 2.11.1 iWave Global Details
- 2.11.2 iWave Global Major Business
- 2.11.3 iWave Global Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.11.4 iWave Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.11.5 iWave Global Recent Developments/Updates
- 2.12 ATrack Technology
- 2.12.1 ATrack Technology Details
- 2.12.2 ATrack Technology Major Business

2.12.3 ATrack Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.12.4 ATrack Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 ATrack Technology Recent Developments/Updates

2.13 Shenzhen Sinocastel

2.13.1 Shenzhen Sinocastel Details

2.13.2 Shenzhen Sinocastel Major Business

2.13.3 Shenzhen Sinocastel Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.13.4 Shenzhen Sinocastel Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Shenzhen Sinocastel Recent Developments/Updates

2.14 Shenzhen Seg Smartechns

2.14.1 Shenzhen Seg Smartechns Details

2.14.2 Shenzhen Seg Smartechns Major Business

2.14.3 Shenzhen Seg Smartechns Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.14.4 Shenzhen Seg Smartechns Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Shenzhen Seg Smartechns Recent Developments/Updates

2.15 Shenzhen Jimi IoT

2.15.1 Shenzhen Jimi IoT Details

2.15.2 Shenzhen Jimi IoT Major Business

2.15.3 Shenzhen Jimi IoT Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.15.4 Shenzhen Jimi IoT Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Shenzhen Jimi IoT Recent Developments/Updates

2.16 Guangdong Gosun Telecommunications

2.16.1 Guangdong Gosun Telecommunications Details

2.16.2 Guangdong Gosun Telecommunications Major Business

2.16.3 Guangdong Gosun Telecommunications Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.16.4 Guangdong Gosun Telecommunications Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Guangdong Gosun Telecommunications Recent Developments/Updates

2.17 Shenzhen Neoway Technology

- 2.17.1 Shenzhen Neoway Technology Details
- 2.17.2 Shenzhen Neoway Technology Major Business
- 2.17.3 Shenzhen Neoway Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.17.4 Shenzhen Neoway Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.17.5 Shenzhen Neoway Technology Recent Developments/Updates
- 2.18 Shandong Zhiren Cloud IoT
 - 2.18.1 Shandong Zhiren Cloud IoT Details
 - 2.18.2 Shandong Zhiren Cloud IoT Major Business
 - 2.18.3 Shandong Zhiren Cloud IoT Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.18.4 Shandong Zhiren Cloud IoT Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.18.5 Shandong Zhiren Cloud IoT Recent Developments/Updates
- 2.19 Luanyi Technology (Shenzhen)
 - 2.19.1 Luanyi Technology (Shenzhen) Details
 - 2.19.2 Luanyi Technology (Shenzhen) Major Business
 - 2.19.3 Luanyi Technology (Shenzhen) Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.19.4 Luanyi Technology (Shenzhen) Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.19.5 Luanyi Technology (Shenzhen) Recent Developments/Updates
- 2.20 Shenzhen Connected Car Cloud Technology
 - 2.20.1 Shenzhen Connected Car Cloud Technology Details
 - 2.20.2 Shenzhen Connected Car Cloud Technology Major Business
 - 2.20.3 Shenzhen Connected Car Cloud Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.20.4 Shenzhen Connected Car Cloud Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.20.5 Shenzhen Connected Car Cloud Technology Recent Developments/Updates
- 2.21 ShenZhen ZhuoTaiDa Electronic Technology
 - 2.21.1 ShenZhen ZhuoTaiDa Electronic Technology Details
 - 2.21.2 ShenZhen ZhuoTaiDa Electronic Technology Major Business
 - 2.21.3 ShenZhen ZhuoTaiDa Electronic Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.21.4 ShenZhen ZhuoTaiDa Electronic Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.21.5 ShenZhen ZhuoTaiDa Electronic Technology Recent Developments/Updates

2.22 Shenzhen Nazve Technology

2.22.1 Shenzhen Nazve Technology Details

2.22.2 Shenzhen Nazve Technology Major Business

2.22.3 Shenzhen Nazve Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.22.4 Shenzhen Nazve Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.22.5 Shenzhen Nazve Technology Recent Developments/Updates

2.23 Shanghai Queclink Wireless Solutions

2.23.1 Shanghai Queclink Wireless Solutions Details

2.23.2 Shanghai Queclink Wireless Solutions Major Business

2.23.3 Shanghai Queclink Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.23.4 Shanghai Queclink Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.23.5 Shanghai Queclink Wireless Solutions Recent Developments/Updates

2.24 Shenzhen Vodofo Technology

2.24.1 Shenzhen Vodofo Technology Details

2.24.2 Shenzhen Vodofo Technology Major Business

2.24.3 Shenzhen Vodofo Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.24.4 Shenzhen Vodofo Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.24.5 Shenzhen Vodofo Technology Recent Developments/Updates

2.25 Shenzhen Boshijie Technology

2.25.1 Shenzhen Boshijie Technology Details

2.25.2 Shenzhen Boshijie Technology Major Business

2.25.3 Shenzhen Boshijie Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

2.25.4 Shenzhen Boshijie Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.25.5 Shenzhen Boshijie Technology Recent Developments/Updates

2.26 Shanghai Zhuoyuan Information Technology

2.26.1 Shanghai Zhuoyuan Information Technology Details

- 2.26.2 Shanghai Zhuoyuan Information Technology Major Business
- 2.26.3 Shanghai Zhuoyuan Information Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services
- 2.26.4 Shanghai Zhuoyuan Information Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.26.5 Shanghai Zhuoyuan Information Technology Recent Developments/Updates
- 2.27 Guangxi Hengsheng Electronics Technology
 - 2.27.1 Guangxi Hengsheng Electronics Technology Details
 - 2.27.2 Guangxi Hengsheng Electronics Technology Major Business
 - 2.27.3 Guangxi Hengsheng Electronics Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.27.4 Guangxi Hengsheng Electronics Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.27.5 Guangxi Hengsheng Electronics Technology Recent Developments/Updates
- 2.28 Shanghai Quectel Wireless Solutions
 - 2.28.1 Shanghai Quectel Wireless Solutions Details
 - 2.28.2 Shanghai Quectel Wireless Solutions Major Business
 - 2.28.3 Shanghai Quectel Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.28.4 Shanghai Quectel Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.28.5 Shanghai Quectel Wireless Solutions Recent Developments/Updates
- 2.29 Guangdong Changbao Information Technology
 - 2.29.1 Guangdong Changbao Information Technology Details
 - 2.29.2 Guangdong Changbao Information Technology Major Business
 - 2.29.3 Guangdong Changbao Information Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services
 - 2.29.4 Guangdong Changbao Information Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.29.5 Guangdong Changbao Information Technology Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: PLUG & PLAY ON-BOARD DIAGNOSTICS GPS TRACKER BY MANUFACTURER

3.1 Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by

Global Plug & Play On-Board Diagnostics GPS Tracker Market 2026 by Manufacturers, Regions, Type and Applicatio...

Manufacturer (2021-2026)

3.2 Global Plug & Play On-Board Diagnostics GPS Tracker Revenue by Manufacturer (2021-2026)

3.3 Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Plug & Play On-Board Diagnostics GPS Tracker by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Plug & Play On-Board Diagnostics GPS Tracker Manufacturer Market Share in 2025

3.4.3 Top 6 Plug & Play On-Board Diagnostics GPS Tracker Manufacturer Market Share in 2025

3.5 Plug & Play On-Board Diagnostics GPS Tracker Market: Overall Company Footprint Analysis

3.5.1 Plug & Play On-Board Diagnostics GPS Tracker Market: Region Footprint

3.5.2 Plug & Play On-Board Diagnostics GPS Tracker Market: Company Product Type Footprint

3.5.3 Plug & Play On-Board Diagnostics GPS Tracker Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Plug & Play On-Board Diagnostics GPS Tracker Market Size by Region

4.1.1 Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Region (2021-2032)

4.1.2 Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2021-2032)

4.1.3 Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Region (2021-2032)

4.2 North America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032)

4.3 Europe Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032)

4.4 Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032)

4.5 South America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032)

4.6 Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2032)

5.2 Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Type (2021-2032)

5.3 Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2032)

6.2 Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Application (2021-2032)

6.3 Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2032)

7.2 North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2032)

7.3 North America Plug & Play On-Board Diagnostics GPS Tracker Market Size by Country

7.3.1 North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2032)

7.3.2 North America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2032)

8.2 Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2032)

8.3 Europe Plug & Play On-Board Diagnostics GPS Tracker Market Size by Country

8.3.1 Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2032)

8.3.2 Europe Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2032)

9.3 Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Market Size by Region

9.3.1 Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Region (2021-2032)

9.3.2 Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2032)

10.2 South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2032)

10.3 South America Plug & Play On-Board Diagnostics GPS Tracker Market Size by Country

10.3.1 South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2032)

10.3.2 South America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2032)

11.2 Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2032)

11.3 Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Market Size by Country

11.3.1 Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2032)

11.3.2 Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

12.1 Plug & Play On-Board Diagnostics GPS Tracker Market Drivers

12.2 Plug & Play On-Board Diagnostics GPS Tracker Market Restraints

12.3 Plug & Play On-Board Diagnostics GPS Tracker Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Plug & Play On-Board Diagnostics GPS Tracker and Key Manufacturers

13.2 Manufacturing Costs Percentage of Plug & Play On-Board Diagnostics GPS Tracker

13.3 Plug & Play On-Board Diagnostics GPS Tracker Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Plug & Play On-Board Diagnostics GPS Tracker Typical Distributors

14.3 Plug & Play On-Board Diagnostics GPS Tracker Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Positioning Method, (USD Million), 2021 & 2025 & 2032

Table 3. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 4. Teltonika Basic Information, Manufacturing Base and Competitors

Table 5. Teltonika Major Business

Table 6. Teltonika Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 7. Teltonika Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 8. Teltonika Recent Developments/Updates

Table 9. Ruptela Basic Information, Manufacturing Base and Competitors

Table 10. Ruptela Major Business

Table 11. Ruptela Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 12. Ruptela Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 13. Ruptela Recent Developments/Updates

Table 14. CalAmp Basic Information, Manufacturing Base and Competitors

Table 15. CalAmp Major Business

Table 16. CalAmp Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 17. CalAmp Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 18. CalAmp Recent Developments/Updates

Table 19. Radius Telematics Basic Information, Manufacturing Base and Competitors

Table 20. Radius Telematics Major Business

Table 21. Radius Telematics Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 22. Radius Telematics Plug & Play On-Board Diagnostics GPS Tracker Sales

Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 23. Radius Telematics Recent Developments/Updates

Table 24. Zetronix Basic Information, Manufacturing Base and Competitors

Table 25. Zetronix Major Business

Table 26. Zetronix Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 27. Zetronix Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 28. Zetronix Recent Developments/Updates

Table 29. LandAirSea Basic Information, Manufacturing Base and Competitors

Table 30. LandAirSea Major Business

Table 31. LandAirSea Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 32. LandAirSea Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 33. LandAirSea Recent Developments/Updates

Table 34. AccuGPS Basic Information, Manufacturing Base and Competitors

Table 35. AccuGPS Major Business

Table 36. AccuGPS Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 37. AccuGPS Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 38. AccuGPS Recent Developments/Updates

Table 39. Bouncie(Tail Light) Basic Information, Manufacturing Base and Competitors

Table 40. Bouncie(Tail Light) Major Business

Table 41. Bouncie(Tail Light) Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 42. Bouncie(Tail Light) Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 43. Bouncie(Tail Light) Recent Developments/Updates

Table 44. Geotab Basic Information, Manufacturing Base and Competitors

Table 45. Geotab Major Business

Table 46. Geotab Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 47. Geotab Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 48. Geotab Recent Developments/Updates

Table 49. Novatel Basic Information, Manufacturing Base and Competitors

Table 50. Novatel Major Business

Table 51. Novatel Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 52. Novatel Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 53. Novatel Recent Developments/Updates

Table 54. iWave Global Basic Information, Manufacturing Base and Competitors

Table 55. iWave Global Major Business

Table 56. iWave Global Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 57. iWave Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 58. iWave Global Recent Developments/Updates

Table 59. ATrack Technology Basic Information, Manufacturing Base and Competitors

Table 60. ATrack Technology Major Business

Table 61. ATrack Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 62. ATrack Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 63. ATrack Technology Recent Developments/Updates

Table 64. Shenzhen Sinocastel Basic Information, Manufacturing Base and Competitors

Table 65. Shenzhen Sinocastel Major Business

Table 66. Shenzhen Sinocastel Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 67. Shenzhen Sinocastel Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 68. Shenzhen Sinocastel Recent Developments/Updates

Table 69. Shenzhen Seg Smartechs Basic Information, Manufacturing Base and Competitors

Table 70. Shenzhen Seg Smartechs Major Business

Table 71. Shenzhen Seg Smartechs Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 72. Shenzhen Seg Smartechs Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 73. Shenzhen Seg Smartechs Recent Developments/Updates

Table 74. Shenzhen Jimi IoT Basic Information, Manufacturing Base and Competitors

Table 75. Shenzhen Jimi IoT Major Business

Table 76. Shenzhen Jimi IoT Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 77. Shenzhen Jimi IoT Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 78. Shenzhen Jimi IoT Recent Developments/Updates

Table 79. Guangdong Gosun Telecommunications Basic Information, Manufacturing Base and Competitors

Table 80. Guangdong Gosun Telecommunications Major Business

Table 81. Guangdong Gosun Telecommunications Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 82. Guangdong Gosun Telecommunications Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 83. Guangdong Gosun Telecommunications Recent Developments/Updates

Table 84. Shenzhen Neoway Technology Basic Information, Manufacturing Base and Competitors

Table 85. Shenzhen Neoway Technology Major Business

Table 86. Shenzhen Neoway Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 87. Shenzhen Neoway Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 88. Shenzhen Neoway Technology Recent Developments/Updates

Table 89. Shandong Zhiren Cloud IoT Basic Information, Manufacturing Base and Competitors

Table 90. Shandong Zhiren Cloud IoT Major Business

Table 91. Shandong Zhiren Cloud IoT Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 92. Shandong Zhiren Cloud IoT Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross

Margin and Market Share (2021-2026)

Table 93. Shandong Zhiren Cloud IoT Recent Developments/Updates

Table 94. Luanyi Technology (Shenzhen) Basic Information, Manufacturing Base and Competitors

Table 95. Luanyi Technology (Shenzhen) Major Business

Table 96. Luanyi Technology (Shenzhen) Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 97. Luanyi Technology (Shenzhen) Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 98. Luanyi Technology (Shenzhen) Recent Developments/Updates

Table 99. Shenzhen Connected Car Cloud Technology Basic Information, Manufacturing Base and Competitors

Table 100. Shenzhen Connected Car Cloud Technology Major Business

Table 101. Shenzhen Connected Car Cloud Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 102. Shenzhen Connected Car Cloud Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Shenzhen Connected Car Cloud Technology Recent Developments/Updates

Table 104. ShenZhen ZhuoTaiDa Electronic Technology Basic Information, Manufacturing Base and Competitors

Table 105. ShenZhen ZhuoTaiDa Electronic Technology Major Business

Table 106. ShenZhen ZhuoTaiDa Electronic Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 107. ShenZhen ZhuoTaiDa Electronic Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 108. ShenZhen ZhuoTaiDa Electronic Technology Recent Developments/Updates

Table 109. Shenzhen Nazve Technology Basic Information, Manufacturing Base and Competitors

Table 110. Shenzhen Nazve Technology Major Business

Table 111. Shenzhen Nazve Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 112. Shenzhen Nazve Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 113. Shenzhen Nazve Technology Recent Developments/Updates

Table 114. Shanghai Queclink Wireless Solutions Basic Information, Manufacturing Base and Competitors

Table 115. Shanghai Queclink Wireless Solutions Major Business

Table 116. Shanghai Queclink Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 117. Shanghai Queclink Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 118. Shanghai Queclink Wireless Solutions Recent Developments/Updates

Table 119. Shenzhen Vodofo Technology Basic Information, Manufacturing Base and Competitors

Table 120. Shenzhen Vodofo Technology Major Business

Table 121. Shenzhen Vodofo Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 122. Shenzhen Vodofo Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 123. Shenzhen Vodofo Technology Recent Developments/Updates

Table 124. Shenzhen Boshijie Technology Basic Information, Manufacturing Base and Competitors

Table 125. Shenzhen Boshijie Technology Major Business

Table 126. Shenzhen Boshijie Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 127. Shenzhen Boshijie Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 128. Shenzhen Boshijie Technology Recent Developments/Updates

Table 129. Shanghai Zhuoyuan Information Technology Basic Information, Manufacturing Base and Competitors

Table 130. Shanghai Zhuoyuan Information Technology Major Business

Table 131. Shanghai Zhuoyuan Information Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 132. Shanghai Zhuoyuan Information Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Shanghai Zhuoyuan Information Technology Recent Developments/Updates

Table 134. Guangxi Hengsheng Electronics Technology Basic Information, Manufacturing Base and Competitors

Table 135. Guangxi Hengsheng Electronics Technology Major Business

Table 136. Guangxi Hengsheng Electronics Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 137. Guangxi Hengsheng Electronics Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 138. Guangxi Hengsheng Electronics Technology Recent Developments/Updates

Table 139. Shanghai Quectel Wireless Solutions Basic Information, Manufacturing Base and Competitors

Table 140. Shanghai Quectel Wireless Solutions Major Business

Table 141. Shanghai Quectel Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 142. Shanghai Quectel Wireless Solutions Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 143. Shanghai Quectel Wireless Solutions Recent Developments/Updates

Table 144. Guangdong Changbao Information Technology Basic Information, Manufacturing Base and Competitors

Table 145. Guangdong Changbao Information Technology Major Business

Table 146. Guangdong Changbao Information Technology Plug & Play On-Board Diagnostics GPS Tracker Product and Services

Table 147. Guangdong Changbao Information Technology Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 148. Guangdong Changbao Information Technology Recent Developments/Updates

Table 149. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 150. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue by Manufacturer (2021-2026) & (USD Million)

Table 151. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 152. Market Position of Manufacturers in Plug & Play On-Board Diagnostics GPS Tracker, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 153. Head Office and Plug & Play On-Board Diagnostics GPS Tracker Production Site of Key Manufacturer

Table 154. Plug & Play On-Board Diagnostics GPS Tracker Market: Company Product Type Footprint

Table 155. Plug & Play On-Board Diagnostics GPS Tracker Market: Company Product Application Footprint

Table 156. Plug & Play On-Board Diagnostics GPS Tracker New Market Entrants and Barriers to Market Entry

Table 157. Plug & Play On-Board Diagnostics GPS Tracker Mergers, Acquisition, Agreements, and Collaborations

Table 158. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 159. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Region (2021-2026) & (K Units)

Table 160. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Region (2027-2032) & (K Units)

Table 161. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2021-2026) & (USD Million)

Table 162. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2027-2032) & (USD Million)

Table 163. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Region (2021-2026) & (US\$/Unit)

Table 164. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Region (2027-2032) & (US\$/Unit)

Table 165. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2026) & (K Units)

Table 166. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2027-2032) & (K Units)

Table 167. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Type (2021-2026) & (USD Million)

Table 168. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Type (2027-2032) & (USD Million)

Table 169. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Type (2021-2026) & (US\$/Unit)

Table 170. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Type (2027-2032) & (US\$/Unit)

Table 171. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2026) & (K Units)

Table 172. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2027-2032) & (K Units)

Table 173. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Application (2021-2026) & (USD Million)

Table 174. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Application (2027-2032) & (USD Million)

Table 175. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by

Application (2021-2026) & (US\$/Unit)

Table 176. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Application (2027-2032) & (US\$/Unit)

Table 177. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2026) & (K Units)

Table 178. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2027-2032) & (K Units)

Table 179. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2026) & (K Units)

Table 180. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2027-2032) & (K Units)

Table 181. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2026) & (K Units)

Table 182. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2027-2032) & (K Units)

Table 183. North America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2026) & (USD Million)

Table 184. North America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2027-2032) & (USD Million)

Table 185. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2026) & (K Units)

Table 186. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2027-2032) & (K Units)

Table 187. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2026) & (K Units)

Table 188. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2027-2032) & (K Units)

Table 189. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2026) & (K Units)

Table 190. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2027-2032) & (K Units)

Table 191. Europe Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2026) & (USD Million)

Table 192. Europe Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2027-2032) & (USD Million)

Table 193. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2026) & (K Units)

Table 194. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2027-2032) & (K Units)

Table 195. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2026) & (K Units)

Table 196. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2027-2032) & (K Units)

Table 197. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Region (2021-2026) & (K Units)

Table 198. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Region (2027-2032) & (K Units)

Table 199. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2021-2026) & (USD Million)

Table 200. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Region (2027-2032) & (USD Million)

Table 201. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2026) & (K Units)

Table 202. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2027-2032) & (K Units)

Table 203. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2026) & (K Units)

Table 204. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2027-2032) & (K Units)

Table 205. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2026) & (K Units)

Table 206. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2027-2032) & (K Units)

Table 207. South America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2026) & (USD Million)

Table 208. South America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2027-2032) & (USD Million)

Table 209. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2021-2026) & (K Units)

Table 210. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Type (2027-2032) & (K Units)

Table 211. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2021-2026) & (K Units)

Table 212. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Application (2027-2032) & (K Units)

Table 213. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity by Country (2021-2026) & (K Units)

Table 214. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales

Quantity by Country (2027-2032) & (K Units)

Table 215. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2021-2026) & (USD Million)

Table 216. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Country (2027-2032) & (USD Million)

Table 217. Plug & Play On-Board Diagnostics GPS Tracker Raw Material

Table 218. Key Manufacturers of Plug & Play On-Board Diagnostics GPS Tracker Raw Materials

Table 219. Plug & Play On-Board Diagnostics GPS Tracker Typical Distributors

Table 220. Plug & Play On-Board Diagnostics GPS Tracker Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Plug & Play On-Board Diagnostics GPS Tracker Picture
- Figure 2. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue Market Share by Type in 2025
- Figure 4. 2G Examples
- Figure 5. 3G Examples
- Figure 6. 4G Examples
- Figure 7. Full Network Compatibility Examples
- Figure 8. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue by Positioning Method, (USD Million), 2021 & 2025 & 2032
- Figure 9. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue Market Share by Positioning Method in 2025
- Figure 10. Multiple Positioning Modes Examples
- Figure 11. Single Positioning Modes Examples
- Figure 12. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 13. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue Market Share by Application in 2025
- Figure 14. Passenger Cars Examples
- Figure 15. Commercial Vehicles Examples
- Figure 16. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 17. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 18. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity (2021-2032) & (K Units)
- Figure 19. Global Plug & Play On-Board Diagnostics GPS Tracker Price (2021-2032) & (US\$/Unit)
- Figure 20. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Manufacturer in 2025
- Figure 21. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue Market Share by Manufacturer in 2025
- Figure 22. Producer Shipments of Plug & Play On-Board Diagnostics GPS Tracker by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 23. Top 3 Plug & Play On-Board Diagnostics GPS Tracker Manufacturer (Revenue) Market Share in 2025

Figure 24. Top 6 Plug & Play On-Board Diagnostics GPS Tracker Manufacturer (Revenue) Market Share in 2025

Figure 25. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Region (2021-2032)

Figure 26. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Region (2021-2032)

Figure 27. North America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 28. Europe Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 29. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 30. South America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 31. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 32. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Type (2021-2032)

Figure 33. Global Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Type (2021-2032)

Figure 34. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Type (2021-2032) & (US\$/Unit)

Figure 35. Global Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Application (2021-2032)

Figure 36. Global Plug & Play On-Board Diagnostics GPS Tracker Revenue Market Share by Application (2021-2032)

Figure 37. Global Plug & Play On-Board Diagnostics GPS Tracker Average Price by Application (2021-2032) & (US\$/Unit)

Figure 38. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Type (2021-2032)

Figure 39. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Application (2021-2032)

Figure 40. North America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Country (2021-2032)

Figure 41. North America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Country (2021-2032)

Figure 42. United States Plug & Play On-Board Diagnostics GPS Tracker Consumption

Value (2021-2032) & (USD Million)

Figure 43. Canada Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 44. Mexico Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 45. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Type (2021-2032)

Figure 46. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Application (2021-2032)

Figure 47. Europe Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Country (2021-2032)

Figure 48. Europe Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Country (2021-2032)

Figure 49. Germany Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 50. France Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 51. United Kingdom Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 52. Russia Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 53. Italy Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 54. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Type (2021-2032)

Figure 55. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Application (2021-2032)

Figure 56. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Region (2021-2032)

Figure 57. Asia-Pacific Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Region (2021-2032)

Figure 58. China Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 59. Japan Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 60. South Korea Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

Figure 61. India Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)

- Figure 62. Southeast Asia Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 63. Australia Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 64. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Type (2021-2032)
- Figure 65. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Application (2021-2032)
- Figure 66. South America Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Country (2021-2032)
- Figure 67. South America Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Country (2021-2032)
- Figure 68. Brazil Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 69. Argentina Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 70. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Type (2021-2032)
- Figure 71. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Application (2021-2032)
- Figure 72. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Sales Quantity Market Share by Country (2021-2032)
- Figure 73. Middle East & Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value Market Share by Country (2021-2032)
- Figure 74. Turkey Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 75. Egypt Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 76. Saudi Arabia Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 77. South Africa Plug & Play On-Board Diagnostics GPS Tracker Consumption Value (2021-2032) & (USD Million)
- Figure 78. Plug & Play On-Board Diagnostics GPS Tracker Market Drivers
- Figure 79. Plug & Play On-Board Diagnostics GPS Tracker Market Restraints
- Figure 80. Plug & Play On-Board Diagnostics GPS Tracker Market Trends
- Figure 81. Porters Five Forces Analysis
- Figure 82. Manufacturing Cost Structure Analysis of Plug & Play On-Board Diagnostics GPS Tracker in 2025
- Figure 83. Manufacturing Process Analysis of Plug & Play On-Board Diagnostics GPS

Tracker

Figure 84. Plug & Play On-Board Diagnostics GPS Tracker Industrial Chain

Figure 85. Sales Channel: Direct to End-User vs Distributors

Figure 86. Direct Channel Pros & Cons

Figure 87. Indirect Channel Pros & Cons

Figure 88. Methodology

Figure 89. Research Process and Data Source

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