

Global Smart Tracker Tag Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Smart Tracker Tag market size is expected to reach \$ 906 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

Smart Tracker Tags are compact wireless item-finding tags that attach to everyday belongings and allow users to locate them through a smartphone app, a platform-based finding network, or a proprietary Bluetooth tracker network. The core function of Smart Tracker Tags is to help users find misplaced objects through Bluetooth proximity search, audible ringing, last-seen location, lost mode, and in higher-end models UWB-assisted directional finding or NFC-supported recovery.

The upstream of Smart Tracker Tags supply chain consists of Bluetooth SoCs, UWB chips, NFC components, antennas, buzzers, CR2032 coin cells or rechargeable batteries, molded plastic housings, metal key loops, firmware, certification services, and retail packaging. Production is concentrated in consumer electronics manufacturing clusters, especially China, while brand ownership and network control are more global. Downstream users are mainly consumers, travelers, pet owners, students, families, and small-business users that want a low-cost device for keys, bags, luggage, bikes, and other portable belongings. Procurement is primarily through e-commerce, consumer electronics stores, mobile accessory channels, marketplace storefronts, and ODM supply contracts for brands.

In the current market, global production of Smart Tracker Tags is around 42,525,000 Unit, with an average selling price of about 15.19 USD per Unit EXW basis. The market is shaped by a split between platform-led demand and specialist tag hardware supply. Apple Find My, Samsung SmartThings, Google Find Hub, and proprietary app networks influence device compatibility, user adoption, privacy alerts, and replacement behavior.

At the hardware level, specialist brands and manufacturing suppliers compete on price, battery life, sound level, waterproofing, app reliability, setup simplicity, and ecosystem certification. Typical branded gross margin is estimated at 37.0%. This margin is supported by network certification, firmware stability, anti-stalking safeguards, acoustic performance, waterproofing, battery safety, retail packaging, customer support, and brand trust. ODM-level margins are lower because the product is compact, standardized, and exposed to price erosion. Top 5 suppliers control approximately 66% of global revenue CR5 when measured by market contribution, because platform-linked tags and several large specialist brands account for a large share of category revenue.

Demand is concentrated in North America, Europe, and the Indo-Pacific region because these markets combine high smartphone penetration, mature online retail, strong travel use cases, and high adoption of platform-based item-finding networks. China is important as both a supply base and a domestic demand market, especially for lower-cost Apple-compatible and Android-compatible tags. From 2026 to 2032, growth should be driven by Android Find Hub expansion, broader multi-network compatibility, UWB cost reduction, privacy regulation, improved anti-stalking alerts, longer battery life, and replacement demand from first-generation tags. AI integration will likely appear at the app layer through loss-pattern reminders, predictive alerts, customer support, and abnormal movement detection, rather than through complex AI hardware inside the tag. The main bottlenecks are ecosystem access, certification cost, battery safety, Bluetooth range limits, false alert control, privacy compliance, counterfeit low-end products, and ASP erosion caused by generic multi-packs.

This report studies the global Smart Tracker Tag production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Smart Tracker Tag 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 Smart Tracker Tag that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Smart Tracker Tag total production and demand, 2021-2032, (K Units)

Global Smart Tracker Tag total production value, 2021-2032, (USD Million)

Global Smart Tracker Tag production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Smart Tracker Tag consumption by region & country, CAGR, 2021-2032 & (K

Units)

U.S. VS China: Smart Tracker Tag domestic production, consumption, key domestic manufacturers and share

Global Smart Tracker Tag production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Smart Tracker Tag production by Connectivity, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Smart Tracker Tag production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Smart Tracker Tag market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Life360, Chipolo, Pebblebee, Shenzhen Minew Technologies, Shenzhen KKM Company Limited, Shenzhen Hali-Power Industrial, Momax Technology Hong Kong, Shanghai Xinxie Industrial, Roam Smart Tracker, Rolling Square, 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 Smart Tracker Tag market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Connectivity, 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 Smart Tracker Tag Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Smart Tracker Tag Market, Segmentation by Connectivity:

Bluetooth Tracker

Bluetooth UWB Tracker

Bluetooth NFC Tracker

Multi-Radio Tracker

Global Smart Tracker Tag Market, Segmentation by Power Type:

Replaceable Coin Cell

Rechargeable Battery

Sealed Battery

Other Power Type

Global Smart Tracker Tag Market, Segmentation by Finding Network:

Apple Find My Compatible

Samsung SmartThings Compatible

Google Find Hub Compatible

Proprietary App Network

Multi-Network Compatible

Global Smart Tracker Tag Market, Segmentation by Application:

Keys

Wallets

Luggage

Bags

Pets

Personal Electronics

Light Assets

Other Personal Items

Companies Profiled:

Life360

Chipolo

Pebblebee

Shenzhen Minew Technologies

Shenzhen KKM Company Limited

Shenzhen Hali-Power Industrial

Momax Technology Hong Kong

Shanghai Xinxie Industrial

Roam Smart Tracker

Rolling Square

KeySmart

Seinxon

JOURNEY

Nomad Goods

Key Questions Answered:

1. How big is the global Smart Tracker Tag market?
2. What is the demand of the global Smart Tracker Tag market?
3. What is the year over year growth of the global Smart Tracker Tag market?
4. What is the production and production value of the global Smart Tracker Tag market?
5. Who are the key producers in the global Smart Tracker Tag market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Smart Tracker Tag Introduction
- 1.2 World Smart Tracker Tag Supply & Forecast
 - 1.2.1 World Smart Tracker Tag Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Smart Tracker Tag Production (2021-2032)
 - 1.2.3 World Smart Tracker Tag Pricing Trends (2021-2032)
- 1.3 World Smart Tracker Tag Production by Region (Based on Production Site)
 - 1.3.1 World Smart Tracker Tag Production Value by Region (2021-2032)
 - 1.3.2 World Smart Tracker Tag Production by Region (2021-2032)
 - 1.3.3 World Smart Tracker Tag Average Price by Region (2021-2032)
 - 1.3.4 North America Smart Tracker Tag Production (2021-2032)
 - 1.3.5 Europe Smart Tracker Tag Production (2021-2032)
 - 1.3.6 China Smart Tracker Tag Production (2021-2032)
 - 1.3.7 Japan Smart Tracker Tag Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Smart Tracker Tag Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Smart Tracker Tag Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Smart Tracker Tag Demand (2021-2032)
- 2.2 World Smart Tracker Tag Consumption by Region
 - 2.2.1 World Smart Tracker Tag Consumption by Region (2021-2026)
 - 2.2.2 World Smart Tracker Tag Consumption Forecast by Region (2027-2032)
- 2.3 United States Smart Tracker Tag Consumption (2021-2032)
- 2.4 China Smart Tracker Tag Consumption (2021-2032)
- 2.5 Europe Smart Tracker Tag Consumption (2021-2032)
- 2.6 Japan Smart Tracker Tag Consumption (2021-2032)
- 2.7 South Korea Smart Tracker Tag Consumption (2021-2032)
- 2.8 ASEAN Smart Tracker Tag Consumption (2021-2032)
- 2.9 India Smart Tracker Tag Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Smart Tracker Tag Production Value by Manufacturer (2021-2026)

- 3.2 World Smart Tracker Tag Production by Manufacturer (2021-2026)
- 3.3 World Smart Tracker Tag Average Price by Manufacturer (2021-2026)
- 3.4 Smart Tracker Tag Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Smart Tracker Tag Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Smart Tracker Tag in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Smart Tracker Tag in 2025
- 3.6 Smart Tracker Tag Market: Overall Company Footprint Analysis
 - 3.6.1 Smart Tracker Tag Market: Region Footprint
 - 3.6.2 Smart Tracker Tag Market: Company Product Type Footprint
 - 3.6.3 Smart Tracker Tag Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Smart Tracker Tag Production Value Comparison
 - 4.1.1 United States VS China: Smart Tracker Tag Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Smart Tracker Tag Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Smart Tracker Tag Production Comparison
 - 4.2.1 United States VS China: Smart Tracker Tag Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Smart Tracker Tag Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Smart Tracker Tag Consumption Comparison
 - 4.3.1 United States VS China: Smart Tracker Tag Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Smart Tracker Tag Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Smart Tracker Tag Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Smart Tracker Tag Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Smart Tracker Tag Production Value (2021-2026)

4.4.3 United States Based Manufacturers Smart Tracker Tag Production (2021-2026)

4.5 China Based Smart Tracker Tag Manufacturers and Market Share

4.5.1 China Based Smart Tracker Tag Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Smart Tracker Tag Production Value (2021-2026)

4.5.3 China Based Manufacturers Smart Tracker Tag Production (2021-2026)

4.6 Rest of World Based Smart Tracker Tag Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Smart Tracker Tag Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Smart Tracker Tag Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Smart Tracker Tag Production (2021-2026)

5 MARKET ANALYSIS BY CONNECTIVITY

5.1 World Smart Tracker Tag Market Size Overview by Connectivity: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Connectivity

5.2.1 Bluetooth Tracker

5.2.2 Bluetooth UWB Tracker

5.2.3 Bluetooth NFC Tracker

5.2.4 Multi-Radio Tracker

5.3 Market Segment by Connectivity

5.3.1 World Smart Tracker Tag Production by Connectivity (2021-2032)

5.3.2 World Smart Tracker Tag Production Value by Connectivity (2021-2032)

5.3.3 World Smart Tracker Tag Average Price by Connectivity (2021-2032)

6 MARKET ANALYSIS BY POWER TYPE

6.1 World Smart Tracker Tag Market Size Overview by Power Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Power Type

6.2.1 Replaceable Coin Cell

6.2.2 Rechargeable Battery

6.2.3 Sealed Battery

6.2.4 Other Power Type

6.3 Market Segment by Power Type

6.3.1 World Smart Tracker Tag Production by Power Type (2021-2032)

6.3.2 World Smart Tracker Tag Production Value by Power Type (2021-2032)

6.3.3 World Smart Tracker Tag Average Price by Power Type (2021-2032)

7 MARKET ANALYSIS BY FINDING NETWORK

7.1 World Smart Tracker Tag Market Size Overview by Finding Network: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Finding Network

7.2.1 Apple Find My Compatible

7.2.2 Samsung SmartThings Compatible

7.2.3 Google Find Hub Compatible

7.2.4 Proprietary App Network

7.2.5 Multi-Network Compatible

7.3 Market Segment by Finding Network

7.3.1 World Smart Tracker Tag Production by Finding Network (2021-2032)

7.3.2 World Smart Tracker Tag Production Value by Finding Network (2021-2032)

7.3.3 World Smart Tracker Tag Average Price by Finding Network (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Smart Tracker Tag Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Keys

8.2.2 Wallets

8.2.3 Luggage

8.2.4 Bags

8.2.5 Pets

8.2.6 Personal Electronics

8.2.7 Light Assets

8.2.8 Other Personal Items

8.3 Market Segment by Application

8.3.1 World Smart Tracker Tag Production by Application (2021-2032)

8.3.2 World Smart Tracker Tag Production Value by Application (2021-2032)

8.3.3 World Smart Tracker Tag Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Life360

9.1.1 Life360 Details

9.1.2 Life360 Major Business

9.1.3 Life360 Smart Tracker Tag Product and Services

9.1.4 Life360 Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Life360 Recent Developments/Updates

9.1.6 Life360 Competitive Strengths & Weaknesses

9.2 Chipolo

9.2.1 Chipolo Details

9.2.2 Chipolo Major Business

9.2.3 Chipolo Smart Tracker Tag Product and Services

9.2.4 Chipolo Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Chipolo Recent Developments/Updates

9.2.6 Chipolo Competitive Strengths & Weaknesses

9.3 Pebblebee

9.3.1 Pebblebee Details

9.3.2 Pebblebee Major Business

9.3.3 Pebblebee Smart Tracker Tag Product and Services

9.3.4 Pebblebee Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Pebblebee Recent Developments/Updates

9.3.6 Pebblebee Competitive Strengths & Weaknesses

9.4 Shenzhen Minew Technologies

9.4.1 Shenzhen Minew Technologies Details

9.4.2 Shenzhen Minew Technologies Major Business

9.4.3 Shenzhen Minew Technologies Smart Tracker Tag Product and Services

9.4.4 Shenzhen Minew Technologies Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Shenzhen Minew Technologies Recent Developments/Updates

9.4.6 Shenzhen Minew Technologies Competitive Strengths & Weaknesses

9.5 Shenzhen KKM Company Limited

9.5.1 Shenzhen KKM Company Limited Details

9.5.2 Shenzhen KKM Company Limited Major Business

9.5.3 Shenzhen KKM Company Limited Smart Tracker Tag Product and Services

9.5.4 Shenzhen KKM Company Limited Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.5.5 Shenzhen KKM Company Limited Recent Developments/Updates
- 9.5.6 Shenzhen KKM Company Limited Competitive Strengths & Weaknesses
- 9.6 Shenzhen Hali-Power Industrial
 - 9.6.1 Shenzhen Hali-Power Industrial Details
 - 9.6.2 Shenzhen Hali-Power Industrial Major Business
 - 9.6.3 Shenzhen Hali-Power Industrial Smart Tracker Tag Product and Services
 - 9.6.4 Shenzhen Hali-Power Industrial Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Shenzhen Hali-Power Industrial Recent Developments/Updates
 - 9.6.6 Shenzhen Hali-Power Industrial Competitive Strengths & Weaknesses
- 9.7 Momax Technology Hong Kong
 - 9.7.1 Momax Technology Hong Kong Details
 - 9.7.2 Momax Technology Hong Kong Major Business
 - 9.7.3 Momax Technology Hong Kong Smart Tracker Tag Product and Services
 - 9.7.4 Momax Technology Hong Kong Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Momax Technology Hong Kong Recent Developments/Updates
 - 9.7.6 Momax Technology Hong Kong Competitive Strengths & Weaknesses
- 9.8 Shanghai Xinxie Industrial
 - 9.8.1 Shanghai Xinxie Industrial Details
 - 9.8.2 Shanghai Xinxie Industrial Major Business
 - 9.8.3 Shanghai Xinxie Industrial Smart Tracker Tag Product and Services
 - 9.8.4 Shanghai Xinxie Industrial Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Shanghai Xinxie Industrial Recent Developments/Updates
 - 9.8.6 Shanghai Xinxie Industrial Competitive Strengths & Weaknesses
- 9.9 Roam Smart Tracker
 - 9.9.1 Roam Smart Tracker Details
 - 9.9.2 Roam Smart Tracker Major Business
 - 9.9.3 Roam Smart Tracker Smart Tracker Tag Product and Services
 - 9.9.4 Roam Smart Tracker Smart Tracker Tag Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Roam Smart Tracker Recent Developments/Updates
 - 9.9.6 Roam Smart Tracker Competitive Strengths & Weaknesses
- 9.10 Rolling Square
 - 9.10.1 Rolling Square Details
 - 9.10.2 Rolling Square Major Business
 - 9.10.3 Rolling Square Smart Tracker Tag Product and Services
 - 9.10.4 Rolling Square Smart Tracker Tag Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.10.5 Rolling Square Recent Developments/Updates

9.10.6 Rolling Square Competitive Strengths & Weaknesses

9.11 KeySmart

9.11.1 KeySmart Details

9.11.2 KeySmart Major Business

9.11.3 KeySmart Smart Tracker Tag Product and Services

9.11.4 KeySmart Smart Tracker Tag Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.11.5 KeySmart Recent Developments/Updates

9.11.6 KeySmart Competitive Strengths & Weaknesses

9.12 Seinxon

9.12.1 Seinxon Details

9.12.2 Seinxon Major Business

9.12.3 Seinxon Smart Tracker Tag Product and Services

9.12.4 Seinxon Smart Tracker Tag Production, Price, Value, Gross Margin and Market

Share (2021-2026)

9.12.5 Seinxon Recent Developments/Updates

9.12.6 Seinxon Competitive Strengths & Weaknesses

9.13 JOURNEY

9.13.1 JOURNEY Details

9.13.2 JOURNEY Major Business

9.13.3 JOURNEY Smart Tracker Tag Product and Services

9.13.4 JOURNEY Smart Tracker Tag Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.13.5 JOURNEY Recent Developments/Updates

9.13.6 JOURNEY Competitive Strengths & Weaknesses

9.14 Nomad Goods

9.14.1 Nomad Goods Details

9.14.2 Nomad Goods Major Business

9.14.3 Nomad Goods Smart Tracker Tag Product and Services

9.14.4 Nomad Goods Smart Tracker Tag Production, Price, Value, Gross Margin and

Market Share (2021-2026)

9.14.5 Nomad Goods Recent Developments/Updates

9.14.6 Nomad Goods Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Smart Tracker Tag Industry Chain

10.2 Smart Tracker Tag Upstream Analysis

10.2.1 Smart Tracker Tag Core Raw Materials

10.2.2 Main Manufacturers of Smart Tracker Tag Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Smart Tracker Tag Production Mode

10.6 Smart Tracker Tag Procurement Model

10.7 Smart Tracker Tag Industry Sales Model and Sales Channels

10.7.1 Smart Tracker Tag Sales Model

10.7.2 Smart Tracker Tag Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Smart Tracker Tag Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Smart Tracker Tag Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Smart Tracker Tag Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Smart Tracker Tag Production Value Market Share by Region (2021-2026)
- Table 5. World Smart Tracker Tag Production Value Market Share by Region (2027-2032)
- Table 6. World Smart Tracker Tag Production by Region (2021-2026) & (K Units)
- Table 7. World Smart Tracker Tag Production by Region (2027-2032) & (K Units)
- Table 8. World Smart Tracker Tag Production Market Share by Region (2021-2026)
- Table 9. World Smart Tracker Tag Production Market Share by Region (2027-2032)
- Table 10. World Smart Tracker Tag Average Price by Region (2021-2026) & (US\$/Unit)
- Table 11. World Smart Tracker Tag Average Price by Region (2027-2032) & (US\$/Unit)
- Table 12. Smart Tracker Tag Major Market Trends
- Table 13. World Smart Tracker Tag Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
- Table 14. World Smart Tracker Tag Consumption by Region (2021-2026) & (K Units)
- Table 15. World Smart Tracker Tag Consumption Forecast by Region (2027-2032) & (K Units)
- Table 16. World Smart Tracker Tag Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Smart Tracker Tag Producers in 2025
- Table 18. World Smart Tracker Tag Production by Manufacturer (2021-2026) & (K Units)
- Table 19. Production Market Share of Key Smart Tracker Tag Producers in 2025
- Table 20. World Smart Tracker Tag Average Price by Manufacturer (2021-2026) & (US\$/Unit)
- Table 21. Global Smart Tracker Tag Company Evaluation Quadrant
- Table 22. World Smart Tracker Tag Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Smart Tracker Tag Production Site of Key Manufacturer
- Table 24. Smart Tracker Tag Market: Company Product Type Footprint

- Table 25. Smart Tracker Tag Market: Company Product Application Footprint
- Table 26. Smart Tracker Tag Competitive Factors
- Table 27. Smart Tracker Tag New Entrant and Capacity Expansion Plans
- Table 28. Smart Tracker Tag Mergers & Acquisitions Activity
- Table 29. United States VS China Smart Tracker Tag Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Smart Tracker Tag Production Comparison, (2021 & 2025 & 2032) & (K Units)
- Table 31. United States VS China Smart Tracker Tag Consumption Comparison, (2021 & 2025 & 2032) & (K Units)
- Table 32. United States Based Smart Tracker Tag Manufacturers, Headquarters and Production Site (States, Country)
- Table 33. United States Based Manufacturers Smart Tracker Tag Production Value, (2021-2026) & (USD Million)
- Table 34. United States Based Manufacturers Smart Tracker Tag Production Value Market Share (2021-2026)
- Table 35. United States Based Manufacturers Smart Tracker Tag Production (2021-2026) & (K Units)
- Table 36. United States Based Manufacturers Smart Tracker Tag Production Market Share (2021-2026)
- Table 37. China Based Smart Tracker Tag Manufacturers, Headquarters and Production Site (Province, Country)
- Table 38. China Based Manufacturers Smart Tracker Tag Production Value, (2021-2026) & (USD Million)
- Table 39. China Based Manufacturers Smart Tracker Tag Production Value Market Share (2021-2026)
- Table 40. China Based Manufacturers Smart Tracker Tag Production, (2021-2026) & (K Units)
- Table 41. China Based Manufacturers Smart Tracker Tag Production Market Share (2021-2026)
- Table 42. Rest of World Based Smart Tracker Tag Manufacturers, Headquarters and Production Site (State, Country)
- Table 43. Rest of World Based Manufacturers Smart Tracker Tag Production Value, (2021-2026) & (USD Million)
- Table 44. Rest of World Based Manufacturers Smart Tracker Tag Production Value Market Share (2021-2026)
- Table 45. Rest of World Based Manufacturers Smart Tracker Tag Production, (2021-2026) & (K Units)
- Table 46. Rest of World Based Manufacturers Smart Tracker Tag Production Market

Share (2021-2026)

Table 47. World Smart Tracker Tag Production Value by Connectivity, (USD Million), 2021 & 2025 & 2032

Table 48. World Smart Tracker Tag Production by Connectivity (2021-2026) & (K Units)

Table 49. World Smart Tracker Tag Production by Connectivity (2027-2032) & (K Units)

Table 50. World Smart Tracker Tag Production Value by Connectivity (2021-2026) & (USD Million)

Table 51. World Smart Tracker Tag Production Value by Connectivity (2027-2032) & (USD Million)

Table 52. World Smart Tracker Tag Average Price by Connectivity (2021-2026) & (US\$/Unit)

Table 53. World Smart Tracker Tag Average Price by Connectivity (2027-2032) & (US\$/Unit)

Table 54. World Smart Tracker Tag Production Value by Power Type, (USD Million), 2021 & 2025 & 2032

Table 55. World Smart Tracker Tag Production by Power Type (2021-2026) & (K Units)

Table 56. World Smart Tracker Tag Production by Power Type (2027-2032) & (K Units)

Table 57. World Smart Tracker Tag Production Value by Power Type (2021-2026) & (USD Million)

Table 58. World Smart Tracker Tag Production Value by Power Type (2027-2032) & (USD Million)

Table 59. World Smart Tracker Tag Average Price by Power Type (2021-2026) & (US\$/Unit)

Table 60. World Smart Tracker Tag Average Price by Power Type (2027-2032) & (US\$/Unit)

Table 61. World Smart Tracker Tag Production Value by Finding Network, (USD Million), 2021 & 2025 & 2032

Table 62. World Smart Tracker Tag Production by Finding Network (2021-2026) & (K Units)

Table 63. World Smart Tracker Tag Production by Finding Network (2027-2032) & (K Units)

Table 64. World Smart Tracker Tag Production Value by Finding Network (2021-2026) & (USD Million)

Table 65. World Smart Tracker Tag Production Value by Finding Network (2027-2032) & (USD Million)

Table 66. World Smart Tracker Tag Average Price by Finding Network (2021-2026) & (US\$/Unit)

Table 67. World Smart Tracker Tag Average Price by Finding Network (2027-2032) & (US\$/Unit)

Table 68. World Smart Tracker Tag Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Smart Tracker Tag Production by Application (2021-2026) & (K Units)

Table 70. World Smart Tracker Tag Production by Application (2027-2032) & (K Units)

Table 71. World Smart Tracker Tag Production Value by Application (2021-2026) & (USD Million)

Table 72. World Smart Tracker Tag Production Value by Application (2027-2032) & (USD Million)

Table 73. World Smart Tracker Tag Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Smart Tracker Tag Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Life360 Basic Information, Manufacturing Base and Competitors

Table 76. Life360 Major Business

Table 77. Life360 Smart Tracker Tag Product and Services

Table 78. Life360 Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Life360 Recent Developments/Updates

Table 80. Life360 Competitive Strengths & Weaknesses

Table 81. Chipolo Basic Information, Manufacturing Base and Competitors

Table 82. Chipolo Major Business

Table 83. Chipolo Smart Tracker Tag Product and Services

Table 84. Chipolo Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Chipolo Recent Developments/Updates

Table 86. Chipolo Competitive Strengths & Weaknesses

Table 87. Pebblebee Basic Information, Manufacturing Base and Competitors

Table 88. Pebblebee Major Business

Table 89. Pebblebee Smart Tracker Tag Product and Services

Table 90. Pebblebee Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Pebblebee Recent Developments/Updates

Table 92. Pebblebee Competitive Strengths & Weaknesses

Table 93. Shenzhen Minew Technologies Basic Information, Manufacturing Base and Competitors

Table 94. Shenzhen Minew Technologies Major Business

Table 95. Shenzhen Minew Technologies Smart Tracker Tag Product and Services

Table 96. Shenzhen Minew Technologies Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 97. Shenzhen Minew Technologies Recent Developments/Updates

Table 98. Shenzhen Minew Technologies Competitive Strengths & Weaknesses

Table 99. Shenzhen KKM Company Limited Basic Information, Manufacturing Base and Competitors

Table 100. Shenzhen KKM Company Limited Major Business

Table 101. Shenzhen KKM Company Limited Smart Tracker Tag Product and Services

Table 102. Shenzhen KKM Company Limited Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. Shenzhen KKM Company Limited Recent Developments/Updates

Table 104. Shenzhen KKM Company Limited Competitive Strengths & Weaknesses

Table 105. Shenzhen Hali-Power Industrial Basic Information, Manufacturing Base and Competitors

Table 106. Shenzhen Hali-Power Industrial Major Business

Table 107. Shenzhen Hali-Power Industrial Smart Tracker Tag Product and Services

Table 108. Shenzhen Hali-Power Industrial Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Shenzhen Hali-Power Industrial Recent Developments/Updates

Table 110. Shenzhen Hali-Power Industrial Competitive Strengths & Weaknesses

Table 111. Momax Technology Hong Kong Basic Information, Manufacturing Base and Competitors

Table 112. Momax Technology Hong Kong Major Business

Table 113. Momax Technology Hong Kong Smart Tracker Tag Product and Services

Table 114. Momax Technology Hong Kong Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Momax Technology Hong Kong Recent Developments/Updates

Table 116. Momax Technology Hong Kong Competitive Strengths & Weaknesses

Table 117. Shanghai Xinxie Industrial Basic Information, Manufacturing Base and Competitors

Table 118. Shanghai Xinxie Industrial Major Business

Table 119. Shanghai Xinxie Industrial Smart Tracker Tag Product and Services

Table 120. Shanghai Xinxie Industrial Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Shanghai Xinxie Industrial Recent Developments/Updates

Table 122. Shanghai Xinxie Industrial Competitive Strengths & Weaknesses

- Table 123. Roam Smart Tracker Basic Information, Manufacturing Base and Competitors
- Table 124. Roam Smart Tracker Major Business
- Table 125. Roam Smart Tracker Smart Tracker Tag Product and Services
- Table 126. Roam Smart Tracker Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. Roam Smart Tracker Recent Developments/Updates
- Table 128. Roam Smart Tracker Competitive Strengths & Weaknesses
- Table 129. Rolling Square Basic Information, Manufacturing Base and Competitors
- Table 130. Rolling Square Major Business
- Table 131. Rolling Square Smart Tracker Tag Product and Services
- Table 132. Rolling Square Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Rolling Square Recent Developments/Updates
- Table 134. Rolling Square Competitive Strengths & Weaknesses
- Table 135. KeySmart Basic Information, Manufacturing Base and Competitors
- Table 136. KeySmart Major Business
- Table 137. KeySmart Smart Tracker Tag Product and Services
- Table 138. KeySmart Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. KeySmart Recent Developments/Updates
- Table 140. KeySmart Competitive Strengths & Weaknesses
- Table 141. Seinxon Basic Information, Manufacturing Base and Competitors
- Table 142. Seinxon Major Business
- Table 143. Seinxon Smart Tracker Tag Product and Services
- Table 144. Seinxon Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Seinxon Recent Developments/Updates
- Table 146. Seinxon Competitive Strengths & Weaknesses
- Table 147. JOURNEY Basic Information, Manufacturing Base and Competitors
- Table 148. JOURNEY Major Business
- Table 149. JOURNEY Smart Tracker Tag Product and Services
- Table 150. JOURNEY Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. JOURNEY Recent Developments/Updates
- Table 152. JOURNEY Competitive Strengths & Weaknesses
- Table 153. Nomad Goods Basic Information, Manufacturing Base and Competitors
- Table 154. Nomad Goods Major Business

Table 155. Nomad Goods Smart Tracker Tag Product and Services

Table 156. Nomad Goods Smart Tracker Tag Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Nomad Goods Recent Developments/Updates

Table 158. Nomad Goods Competitive Strengths & Weaknesses

Table 159. Global Key Players of Smart Tracker Tag Upstream (Raw Materials)

Table 160. Global Smart Tracker Tag Typical Customers

Table 161. Smart Tracker Tag Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Smart Tracker Tag Picture

Figure 2. World Smart Tracker Tag Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Smart Tracker Tag Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Smart Tracker Tag Production (2021-2032) & (K Units)

Figure 5. World Smart Tracker Tag Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Smart Tracker Tag Production Value Market Share by Region (2021-2032)

Figure 7. World Smart Tracker Tag Production Market Share by Region (2021-2032)

Figure 8. North America Smart Tracker Tag Production (2021-2032) & (K Units)

Figure 9. Europe Smart Tracker Tag Production (2021-2032) & (K Units)

Figure 10. China Smart Tracker Tag Production (2021-2032) & (K Units)

Figure 11. Japan Smart Tracker Tag Production (2021-2032) & (K Units)

Figure 12. Smart Tracker Tag Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 15. World Smart Tracker Tag Consumption Market Share by Region (2021-2032)

Figure 16. United States Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 17. China Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 18. Europe Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 19. Japan Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 20. South Korea Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 22. India Smart Tracker Tag Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Smart Tracker Tag by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Smart Tracker Tag Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Smart Tracker Tag Markets in 2025

Figure 26. United States VS China: Smart Tracker Tag Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Smart Tracker Tag Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Smart Tracker Tag Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Smart Tracker Tag Production Market Share 2025

Figure 30. China Based Manufacturers Smart Tracker Tag Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Smart Tracker Tag Production Market Share 2025

Figure 32. World Smart Tracker Tag Production Value by Connectivity, (USD Million), 2021 & 2025 & 2032

Figure 33. World Smart Tracker Tag Production Value Market Share by Connectivity in 2025

Figure 34. Bluetooth Tracker

Figure 35. Bluetooth UWB Tracker

Figure 36. Bluetooth NFC Tracker

Figure 37. Multi-Radio Tracker

Figure 38. World Smart Tracker Tag Production Market Share by Connectivity (2021-2032)

Figure 39. World Smart Tracker Tag Production Value Market Share by Connectivity (2021-2032)

Figure 40. World Smart Tracker Tag Average Price by Connectivity (2021-2032) & (US\$/Unit)

Figure 41. World Smart Tracker Tag Production Value by Power Type, (USD Million), 2021 & 2025 & 2032

Figure 42. World Smart Tracker Tag Production Value Market Share by Power Type in 2025

Figure 43. Replaceable Coin Cell

Figure 44. Rechargeable Battery

Figure 45. Sealed Battery

Figure 46. Other Power Type

Figure 47. World Smart Tracker Tag Production Market Share by Power Type (2021-2032)

Figure 48. World Smart Tracker Tag Production Value Market Share by Power Type (2021-2032)

Figure 49. World Smart Tracker Tag Average Price by Power Type (2021-2032) & (US\$/Unit)

Figure 50. World Smart Tracker Tag Production Value by Finding Network, (USD Million), 2021 & 2025 & 2032

Figure 51. World Smart Tracker Tag Production Value Market Share by Finding

Network in 2025

Figure 52. Apple Find My Compatible

Figure 53. Samsung SmartThings Compatible

Figure 54. Google Find Hub Compatible

Figure 55. Proprietary App Network

Figure 56. Multi-Network Compatible

Figure 57. World Smart Tracker Tag Production Market Share by Finding Network (2021-2032)

Figure 58. World Smart Tracker Tag Production Value Market Share by Finding Network (2021-2032)

Figure 59. World Smart Tracker Tag Average Price by Finding Network (2021-2032) & (US\$/Unit)

Figure 60. World Smart Tracker Tag Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 61. World Smart Tracker Tag Production Value Market Share by Application in 2025

Figure 62. Keys

Figure 63. Wallets

Figure 64. Luggage

Figure 65. Bags

Figure 66. Pets

Figure 67. Personal Electronics

Figure 68. Light Assets

Figure 69. Other Personal Items

Figure 70. Other Personal Items

Figure 71. World Smart Tracker Tag Production Market Share by Application (2021-2032)

Figure 72. World Smart Tracker Tag Production Value Market Share by Application (2021-2032)

Figure 73. World Smart Tracker Tag Average Price by Application (2021-2032) & (US\$/Unit)

Figure 74. Smart Tracker Tag Industry Chain

Figure 75. Smart Tracker Tag Procurement Model

Figure 76. Smart Tracker Tag Sales Model

Figure 77. Smart Tracker Tag Sales Channels, Direct Sales, and Distribution

Figure 78. Methodology

Figure 79. Research Process and Data Source

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