

Global UWB Positioning Tag Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global UWB Positioning Tag market size is expected to reach \$ 1934 million by 2032, rising at a market growth of 18.9% CAGR during the forecast period (2026-2032).

In 2025, global UWB Positioning Tag production reached approximately 6.95 million units, with an average global market price of around US\$80 per unit.

A UWB Positioning Tag is a positioning device based on Ultra-Wideband (UWB) wireless communication technology, typically used together with UWB anchors and a positioning engine to form a real-time location system (RTLS). The tag measures signal propagation time using algorithms such as Time Difference of Arrival (TDoA) or Two-Way Ranging (TWR) to determine distances from anchors, enabling centimeter-level positioning accuracy. UWB tags are characterized by high precision, low power consumption, and strong resistance to interference, and are widely used for tracking people, assets, and equipment in industries such as manufacturing, logistics, healthcare, mining, robotics, and smart retail.

Representative upstream suppliers include UWB chip manufacturers such as Qorvo, NXP Semiconductors, and Apple, which provide UWB communication chips and modules. Midstream companies such as Ubisense, Pozyx, Sewio Networks, and Inpixon develop UWB tags and RTLS platforms. Downstream industries include automotive manufacturing, logistics companies, hospitals, airports, and industrial automation integrators that deploy UWB positioning systems for asset tracking, worker safety, and operational efficiency.

The UWB positioning tag market has grown rapidly alongside the development of IoT and industrial digitalization. A key characteristic of the market is the increasing demand

for high-precision indoor positioning, particularly in smart factories, logistics warehouses, and healthcare facilities where real-time location systems help improve operational efficiency and safety management. Technology trends include smaller and more energy-efficient UWB chips, as well as integration with other wireless technologies such as Bluetooth and Wi-Fi to create flexible hybrid positioning systems. UWB technology is also expanding into consumer electronics applications such as digital keys and item tracking devices. However, the industry still faces challenges including relatively high deployment costs, complex infrastructure requirements, and evolving industry standards. Despite these factors, the growing adoption of industrial IoT and smart devices suggests strong long-term growth potential for UWB positioning technologies.

This report studies the global UWB Positioning Tag production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global UWB Positioning Tag total production and demand, 2021-2032, (K Units)

Global UWB Positioning Tag total production value, 2021-2032, (USD Million)

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

Global UWB Positioning Tag consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: UWB Positioning Tag domestic production, consumption, key domestic manufacturers and share

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

Global UWB Positioning Tag production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

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

This report profiles key players in the global UWB Positioning 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 Zebra, Ubisense, Sewio Networks, Infsoft, BlueCats, Airista, Pozyx, Inpixon, Quuppa, Kontakt.io, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World UWB Positioning 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 Type, 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 UWB Positioning Tag Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global UWB Positioning Tag Market, Segmentation by Type:

Wristband type

Card Type

Other

Global UWB Positioning Tag Market, Segmentation by Power Supply Method:

Battery Powered

Rechargeable

Global UWB Positioning Tag Market, Segmentation by Positioning Accuracy:

10-20 cm

20-30 cm

Others

Global UWB Positioning Tag Market, Segmentation by Application:

Consumer Grade Applications

Public Security Organs

Industrial Manufacturing

Automotive

Other

Companies Profiled:

Zebra

Ubisense

Sewio Networks

Infsoft

BlueCats

Airista

Pozyx

Inpixon

Quuppa

Kontakt.io

Skylab M&C

Tsingoal

Jwuwb

Locaris

Haoyun Technologies

Woxu Wireless

DMATEK

UbiTraq

Renwei Electronics

Cloudforce

Key Questions Answered:

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

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