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Global IoT Wireless Connectivity Chip 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 IoT Wireless Connectivity Chip market size was valued at US$ 15107 million in 2025 and is forecast to a readjusted size of US$ 37048 million by 2032 with a CAGR of 13.7% during review period.

IoT Wireless Connectivity Chips refer to application-specific integrated circuits (ICs) designed for IoT terminals and edge nodes, with 'wireless connectivity' as their core capability. They typically appear as single-chip SoCs, SiP module chips, or key communication chips. Under constraints of power consumption, size, and cost, they integrate wireless transceiver and protocol processing capabilities (RF transceiver, baseband/modulation/demodulation, protocol stack acceleration, etc.) with local control/computing capabilities (MCU/lightweight SoC), storage interfaces, power management, and security capabilities (hardware encryption, key management, secure boot, etc.) at the system level. This enables devices to complete data acquisition, edge processing, and reliable transmission to other devices or the cloud, supporting full lifecycle functions such as remote monitoring, control, and OTA upgrades. The key performance indicators for wireless IoT chips are not simply computing power, but rather system performance under comprehensive constraints such as connectivity coverage, link reliability, power consumption and battery life, RF performance, anti-interference capabilities, certification compliance, and security levels. It supports various wireless standards, including short-range connections (such as Wi-Fi, Bluetooth LE, Zigbee/Thread, UWB, etc.), LPWAN, and cellular IoT (such as LoRa/LoRaWAN, NB-IoT, LTE-M, etc.), to meet the diverse needs of consumer IoT and commercial/industrial IoT in terms of coverage, latency, throughput, cost, and reliability. In 2025, global IoT Wireless Connectivity Chip production reached 5,521.83 million units, with an average

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price of approximately US$2.66 per unit and a gross margin of 20.05%-55.26%. Downstream customers include Apple, Google, Amazon, Xiaomi, Logitech, Lenovo, Skyworth, Changhong, Haier, JBL, Sony, and Narwal.

From a competitive landscape perspective, core IoT Wireless Connectivity Chip vendors primarily include Qualcomm, Texas Instruments, Semtech Corporation, Nordic Semiconductor, and Renesas Electronics, while also encompassing key players such as Broadcom, MediaTek, Realtek, NXP, Infineon, and STMicroelectronics. In 2024, industry concentration was high, with the top ten vendors holding approximately 71.0% of the market share. The leading global vendors were primarily Broadcom, Qualcomm, and MediaTek, collectively holding approximately 30.2% of the market share; the second tier included Realtek, NXP, Infineon, and Renesas Electronics, collectively holding approximately 27.0%. As leading vendors continue to strengthen their advantages in multi-protocol platform-based SoCs, ecosystems and channels, and customer certification systems, market share will continue to concentrate on the top players in the short term. However, in high-growth regions like China, structural substitution will accelerate the redistribution of market share.

From a regional perspective, the Chinese market is one of the core variables determining global economic conditions and market share changes. In 2024, the Chinese market size was US$4,770.67 million, accounting for approximately 36.3% of the global market; it is projected to reach US$12,742.03 million by 2031, increasing its global share to 38.8%. Strong consumer demand will further accelerate local supply chain collaboration and the pace of domestic substitution, making the Chinese market one of the most competitive and fastest-evolving regions for products in the coming years.

In terms of product type and technological evolution, Bluetooth and Bluetooth Low Energy (BLE) remain the most prevalent technology (approximately 57.3% share in 2024, projected to reach 52.5% in 2031), with advantages in ultra-low power consumption and a mature ecosystem. Meanwhile, the share of Wi-Fi IoT continues to increase (approximately 21.7% in 2024, projected to reach 23.6% in 2031), primarily benefiting from the growth in direct-connect networks and the demand for higher bandwidth. Multi-protocol interconnectivity, represented by Zigbee/Thread/Matter, is steadily increasing its market share in smart homes under the trend of 'platformization' (approximately 9.9% by 2031), while cellular and LPWAN routes are more reflected in structural growth in specific industry scenarios.

From the application perspective, smart homes remain the core scenario for large-scale

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deployment, with a stable market share of approximately 34.1% in 2024. Revenue is projected to grow at a CAGR of approximately 14.2% from 2025 to 2031, continuing to benefit from home network upgrades, increased demand for cross-brand interconnectivity, and the penetration of multi-protocol integrated SoCs. Overall, industry competition will intensify in the coming years, especially in the Chinese market, where price, delivery, and ecosystem integration will jointly determine market share changes. Long-term winners will primarily depend on low power consumption and RF performance, protocol stacks and software ecosystems, platform-based product iteration efficiency, and the ability to replicate success at scale with leading customers and channel systems.

This report is a detailed and comprehensive analysis for global IoT Wireless Connectivity Chip 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 IoT Wireless Connectivity Chip market size and forecasts, in consumption value ($ Million), sales quantity (Million Units), and average selling prices (US$/Unit), 2021-2032

Global IoT Wireless Connectivity Chip market size and forecasts by region and country, in consumption value ($ Million), sales quantity (Million Units), and average selling prices (US$/Unit), 2021-2032

Global IoT Wireless Connectivity Chip market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (Million Units), and average selling prices (US$/Unit), 2021-2032

Global IoT Wireless Connectivity Chip market shares of main players, shipments in revenue ($ Million), sales quantity (Million 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

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To assess the growth potential for IoT Wireless Connectivity Chip
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 IoT Wireless Connectivity Chip 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 Broadcomm, Qualcomm, Texas Instruments, Semtech Corporation, Nordic Semiconductor, Renesas Electronics (Dialog Semiconductor), Silicon Labs, NXP Semiconductors, STMicroelectronics, Realtek Semiconductor Corporation, etc.

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

Market Segmentation

IoT Wireless Connectivity Chip 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

BLE

Wi-Fi IoT

Zigbee/Thread/Matter

Cellular IoT

LoRaWAN IoT

Others

Market segment by Area

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Consumer IoT

Commercial IoT

Market segment by Process

22nm

40nm

55nm

Others

Market segment by Application

Smart Home

Smart Healthcare

Retail Logistics

Consumer Electronics

Automotive Electronics

Other

Major players covered

Broadcomm

Qualcomm

Texas Instruments

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Semtech Corporation

Nordic Semiconductor

Renesas Electronics (Dialog Semiconductor)

Silicon Labs

NXP Semiconductors

STMicroelectronics

Realtek Semiconductor Corporation

Infineon

Microchip Technology

Toshiba

Sequans

Onsemi

MediaTek

Qorvo

UNISOC

Telink Semiconductor (shanghai)co.,ltd.

Shenzhen HiSilicon Technologies

ASR Microelectronics Co., Ltd.

Zhuhai All Winner Technology

Espressif Systems

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Beken Corporation

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 IoT Wireless Connectivity Chip product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of IoT Wireless Connectivity Chip, with price, sales quantity, revenue, and global market share of IoT Wireless Connectivity Chip from 2021 to 2026.

Chapter 3, the IoT Wireless Connectivity Chip competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the IoT Wireless Connectivity Chip 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 IoT Wireless Connectivity Chip 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.

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Chapter 13, the key raw materials and key suppliers, and industry chain of IoT Wireless Connectivity Chip.

Chapter 14 and 15, to describe IoT Wireless Connectivity Chip sales channel, distributors, customers, research findings and conclusion.

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3 COMPETITIVE ENVIRONMENT: IOT WIRELESS CONNECTIVITY CHIP BY MANUFACTURER

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