

Automotive GNSS Chip Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Automotive Gnss Chip Market was valued at USD 3 billion in 2024 and is anticipated to experience steady growth, with a CAGR of 5.1% from 2025 to 2034. This growth is being largely driven by the increasing integration of Advanced Driver Assistance Systems (ADAS) in vehicles. The ADAS market, valued at USD 38.1 billion in 2023, is expected to grow at an impressive CAGR of 17% between 2024 and 2032. As ADAS technologies become more widespread, the demand for highly accurate and reliable positioning systems like GNSS chips is intensifying in modern vehicles.

One of the major trends in the automotive GNSS chip market is the growing adoption of multi-constellation chips. These advanced chips support multiple satellite systems, including GPS, GLONASS, Galileo, and BeiDou, significantly enhancing the accuracy and dependability of positioning. By accessing a broader range of satellites, these chips can mitigate signal disruptions, improving performance across diverse geographic and environmental conditions. This is especially crucial for autonomous vehicles and connected car technologies, which require uninterrupted and precise navigation capabilities. As such, this trend is a response to the growing demand for seamless navigation in all types of environments.

The automotive GNSS chip market is primarily segmented by vehicle type, including passenger cars and commercial vehicles. The passenger car segment accounted for USD 2 billion in 2024 and continues to benefit from the growing integration of advanced safety and navigation systems in personal vehicles. With rising consumer demand for enhanced in-car experiences, such as real-time navigation, infotainment, and safety features, the market for GNSS chips in passenger cars is thriving. Additionally, the ongoing trend of urbanization, along with the rapid rise of ride-sharing services and

connected vehicles, is contributing to the increasing adoption of GNSS technology in these vehicles.

In terms of sales channels, the market is divided into original equipment manufacturers (OEMs) and the aftermarket segment. In 2024, the OEM segment held a dominant share of 71%. OEMs are crucial drivers of market growth, as they are responsible for incorporating GNSS chips into a wide range of vehicle systems, including ADAS, navigation, and telematics. Collaborations between OEMs and GNSS solution providers are further enhancing vehicle connectivity, safety, and performance, fueling the demand for GNSS chips.

In the U.S., the automotive GNSS chip market captured 83% of the total market share in 2024. This strong market position is due to the extensive adoption of advanced vehicle technologies, bolstered by strong regulatory support for safety features and the rapid development of autonomous driving capabilities. The well-established automotive industry in the U.S., along with the extensive infrastructure for telematics, further facilitates the seamless integration of GNSS technology into vehicles, driving continued market growth.

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