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Global Asset Locator Market Growth 2026-2032

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Abstracts

The global Asset Locator market size is predicted to grow from US$ 1091 million in 2025 to US$ 2588 million in 2032; it is expected to grow at a CAGR of 13.4% from 2026 to 2032.

In 2024, the global production of asset locators will reach 14.12 million units, with an average selling price of US$70 per unit.An asset locator is a smart terminal used for real-time or periodic location tracking and status monitoring of various tangible assets (such as vehicles, containers, pallets, logistics boxes, tools, equipment, and medical equipment). It typically integrates a positioning module (GNSS/Beidou/GPS), a communication module (cellular 4G/3G/2G, NB-IoT/LTE-M, LoRa, Wi-Fi, Bluetooth, etc.), a battery or external power supply, and multiple sensors such as temperature, humidity, vibration, and light. It can upload the asset's location, movement trajectory, and environmental data in real time to a cloud platform or management system, enabling visual and refined asset management. Its application value lies primarily in preventing loss, theft, and tampering, transport visualization, cold chain monitoring, fleet management, and regulatory compliance.

The upstream supply chain for asset locator consists of core module and component manufacturers, material and power supply suppliers, and PCBA/EMS/assembly and packaging manufacturers. Key upstream components include GNSS chips/modules (such as u-blox), cellular/LPWA modules (such as Quectel and Fibocom), UWB/LoRa/BT chips, accelerometers, temperature and humidity sensors (such as Bosch and STMicro), antennas and RF components (such as Murata and Taoglas), battery and power management (such as Panasonic and Samsung), and PCB/assembly and testing services (EMS). The midstream supply chain consists of OEM/ODM manufacturers responsible for device design, firmware and multi-mode positioning algorithm integration, packaging, and regulatory compliance. Downstream supply chains include industry customers such as logistics and fleet management, warehouse/pallet

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management, cold chain and medical equipment management, rental and shared equipment, port/container operators, insurance, and government regulators. Supporting cloud platforms and data service providers contribute significantly to the overall value of the devices (device + connectivity + platform = a complete solution).

United States market for Asset Locator is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Asset Locator is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Asset Locator is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Asset Locator players cover Teltonika, Spireon, Radius Telematics, Ruptela, Zebra Technologies, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Asset Locator Industry Forecast” looks at past sales and reviews total world Asset Locator sales in 2025, providing a comprehensive analysis by region and market sector of projected Asset Locator sales for 2026 through 2032. With Asset Locator sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Asset Locator industry.

This Insight Report provides a comprehensive analysis of the global Asset Locator landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Asset Locator portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Asset Locator market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Asset Locator and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and

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quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Asset Locator.

This report presents a comprehensive overview, market shares, and growth opportunities of Asset Locator market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

4G

5G

Segmentation by Application:

Logistics

Warehousing

Automotive

Insurance

Mechanical Equipment

Medical

Others

This report also splits the market by region:

Americas

United States

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- Canada
- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa

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Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Teltonika

Spireon

Radius Telematics

Ruptela

Zebra Technologies

CalAmp

Concox

Wireless Links

Digital Matter

Tteletrac Navman

Globalstar

TOPFLYtech

skEYEwatch

Seeworld

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Shenzhen Jimi IoT

Shenzhen Minew Technologies

Eelink Communication

Meitrack

Key Questions Addressed in this Report

What is the 10-year outlook for the global Asset Locator market?

What factors are driving Asset Locator market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Asset Locator market opportunities vary by end market size?

How does Asset Locator break out by Type, by Application?

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