

Global Asset Tracking and Positioning Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Asset Tracking and Positioning market size is predicted to grow from US\$ 7043 million in 2025 to US\$ 11132 million in 2032; it is expected to grow at a CAGR of 7.3% from 2026 to 2032.

Asset Tracking and Positioning refers to systems and solutions that use GPS, cellular communication, RFID, Bluetooth, UWB, Wi-Fi, satellite communication, and IoT sensors to monitor the location, status, and utilization of vehicles, goods, equipment, tools, medical assets, warehouse assets, and other high-value mobile assets in real time or at regular intervals. Its core functions include asset positioning, route tracking, condition monitoring, abnormal alerts, inventory management, and lifecycle management. It is mainly used to improve asset visibility, reduce asset loss and idle risks, optimize operational efficiency, and is widely applied in logistics, fleet management, manufacturing, healthcare, retail, warehousing, and public utilities.

The Asset Tracking and Positioning market is shifting from traditional barcode and RFID-based asset management toward IoT-enabled, real-time and intelligent tracking solutions. Demand is mainly driven by logistics and transportation, manufacturing, warehousing and retail, healthcare equipment management, fleet management, public infrastructure, and high-value asset monitoring. As enterprises increasingly require better asset visibility, inventory turnover efficiency, equipment utilization, loss prevention, and supply chain transparency, technologies such as GPS, cellular communication, Bluetooth, Wi-Fi, RFID, UWB, LoRa and NB-IoT are widely used for outdoor wide-area tracking, indoor precise positioning, and cross-scenario asset monitoring. The market includes hardware device and module suppliers, as well as platform software providers, connectivity service providers, cloud data analytics companies and industry solution vendors, showing a clear trend toward integrated

?tracking device + connectivity + positioning platform + data service? solutions. Going forward, low-power sensors, AI-based predictive analytics, geofencing, cold-chain monitoring, digital twins, and integration with ERP/WMS/TMS systems are expected to further expand asset tracking and positioning from simple location inquiry to asset condition monitoring and operational decision support. Public market information also indicates that asset tracking and IoT-based asset monitoring markets are maintaining relatively fast growth around 2025, mainly supported by supply chain digitalization, real-time asset visibility, and the expansion of Industrial IoT applications.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Asset Tracking and Positioning 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 quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Asset Tracking and Positioning.

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

Segmentation by Type:

Technology

Solutions

Equipment

Segmentation by Positioning Technology:

GPS Positioning

Cellular Positioning

Bluetooth Positioning

RFID Positioning

UWB Positioning

Wi-Fi Positioning

Satellite Positioning

Segmentation by Application:

Transportation and Logistics

Commercial and Service Fleets

Construction

Connected Cars and Mobility

Industrial Equipment Manufacturers

Public Sector

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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

Airgain

Honeywell

Geotab Inc.

ORBCOMM

Trimble Inc.

ALE International

Digital Matter

CalAmp

Globalstar

Hologram

IBM

Jimi IoT

Link Labs

MOKO Smart

Queclink

RedBeam

Samsara

Silicon Labs

Teltonika

Tramigo

Invengo

Quectel Wireless Solutions

Verizon Connect

Zebra Technologies

Magicyo

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