

# Global Automotive-Grade Bluetooth SoC Market Growth 2026-2032

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## Abstracts

The global Automotive-Grade Bluetooth SoC market size is predicted to grow from US\$ 544 million in 2025 to US\$ 818 million in 2032; it is expected to grow at a CAGR of 6.1% from 2026 to 2032.

In 2025, global automotive-grade Bluetooth SoC production capacity is approximately 210 million units, with actual production reaching around 185 million units. The average global market price is about US\$3.00 per unit. The market gross profit margin mainly ranges from 35% to 50%. Automotive-grade Bluetooth SoCs are system-on-chips (SoCs) that meet the AEC-Q100 reliability standard and ISO 26262 functional safety requirements. They integrate a Bluetooth RF transceiver, baseband processor, protocol stack, and application processor. They feature a -40°C to 105°C operating temperature range, low electromagnetic interference, and low power consumption, providing stable and reliable short-range communication for in-vehicle wireless connectivity. The automotive-grade Bluetooth SoC industry chain comprises automotive-grade wafer foundries and IP core suppliers, while the midstream includes chip design, tapeout, and automotive certification. The downstream market targets automotive electronics suppliers and automakers. Global annual production capacity is approximately 130 million units, primarily using mature 40nm and above processes, with a single production line capable of producing up to 15 million units annually. Due to stringent automotive certification requirements and a competitive market, gross profit margins remain between 35% and 50%. By 2024, production of automotive-grade Bluetooth SoCs reached approximately 105 million units, with an average global price of approximately US\$5 per unit.

The automotive-grade Bluetooth SoC market is being driven by both increasing vehicle intelligence and demand for wireless connectivity. Its development prospects are deeply

led to upgrades to in-car entertainment systems and the widespread adoption of low-power control applications, placing higher demands on chip stability and power consumption. The North American market, leveraging its leading chip design capabilities and automotive electronics industry foundation, continues to drive high-performance product innovation. The European market, with its deep automotive industry heritage and luxury brand cluster, maintains a steady demand for high-reliability solutions. The Asia-Pacific market, particularly China, demonstrates the strongest growth momentum, leveraging the world's largest automotive production scale and supply chain advantages, and is rapidly becoming a key global production base and innovation center.

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

This Insight Report provides a comprehensive analysis of the global Automotive-Grade Bluetooth SoC 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 Automotive-Grade Bluetooth SoC portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive-Grade Bluetooth SoC market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive-Grade Bluetooth SoC 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 Automotive-Grade Bluetooth SoC.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive-Grade Bluetooth SoC market by product type, application, key manufacturers and key regions and countries.

### Segmentation by Type:

Bluetooth 4.2/5.0 SoC

Bluetooth 5.1+ SoC

### Segmentation by Integrated Architecture:

Pure Connectivity

Master Controller Integrated

### Segmentation by Power Consumption Level:

Standard Power Consumption

Ultra-Low Power Consumption

### Segmentation by Security Level:

ASIL-B Level

ASIL-D Level

### Segmentation by Application:

In-Car Audio System

In-Car Connectivity and Screen Projection

Onboard Diagnostic System

In-Car Wireless Charging Equipment

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 analysing the company's coverage, product portfolio, its market penetration.

Renesas Electronics Corporation

NXP

Texas Instruments

Nordic Semiconductor

Silicon Labs

STMicroelectronics

Qualcomm

Telink Semiconductor

Taoxin Technology

HiSilicon

Unisoc

ESPRESSIF SYSTEMS

Beken Corporation

## **Key Questions Addressed in this Report**

What is the 10-year outlook for the global Automotive-Grade Bluetooth SoC market?

What factors are driving Automotive-Grade Bluetooth SoC market growth, globally and by region?

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

How do Automotive-Grade Bluetooth SoC market opportunities vary by end market size?

How does Automotive-Grade Bluetooth SoC break out by Type, by Application?

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