

Global Cellular/Non-cellular Wireless Communication Chips Market Growth 2026-2032

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Abstracts

The global Cellular/Non-cellular Wireless Communication Chips market size is predicted to grow from US\$ 14362 million in 2025 to US\$ 36835 million in 2032; it is expected to grow at a CAGR of 14.5% from 2026 to 2032.

Cellular wireless communication chips are chips used to support cellular network communication, primarily for connecting devices through mobile communication operator networks (such as LTE, 5G, NB-IoT, LTE-M, etc.). Cellular communication chips provide wide area network (WAN) connectivity for Internet of Things (IoT) devices, enabling long-distance communication and high network coverage, suitable for applications requiring global or large-scale coverage. Cellular communication chips are typically used in applications requiring high reliability, low latency, and mobility, such as smartphones, connected vehicles, remote monitoring, smart cities, and smart agriculture. Non-cellular wireless communication chips are chips used to support non-cellular wireless network communication, typically used in short-range, low-power communication scenarios. Unlike cellular communication, non-cellular communication does not rely on operator network infrastructure, but instead uses protocols such as Wi-Fi, Bluetooth, Zigbee, and LoRa for data transmission, and is widely used in smart homes, industrial IoT, health monitoring, and other scenarios. In 2025, global production of cellular/non-cellular wireless communication chips reached 5,521.83 million units, with a unit price of approximately US\$2.66 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 Cellular/Non-cellular Wireless Communication Chips manufacturers mainly 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 manufacturers holding approximately 71.0% of the market share. The leading global manufacturers 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 manufacturers continue to strengthen their advantages in multi-protocol platform 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 technologies (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 under the trend of 'platformization' in smart homes (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 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 on a large scale with leading customers and channel systems.

LP Information, Inc. (LPI) ' newest research report, the "Cellular/Non-cellular Wireless

Communication Chips Industry Forecast” looks at past sales and reviews total world Cellular/Non-cellular Wireless Communication Chips sales in 2025, providing a comprehensive analysis by region and market sector of projected Cellular/Non-cellular Wireless Communication Chips sales for 2026 through 2032. With Cellular/Non-cellular Wireless Communication Chips sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cellular/Non-cellular Wireless Communication Chips industry.

This Insight Report provides a comprehensive analysis of the global Cellular/Non-cellular Wireless Communication Chips 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 Cellular/Non-cellular Wireless Communication Chips portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Cellular/Non-cellular Wireless Communication Chips market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cellular/Non-cellular Wireless Communication Chips 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 Cellular/Non-cellular Wireless Communication Chips.

This report presents a comprehensive overview, market shares, and growth opportunities of Cellular/Non-cellular Wireless Communication Chips market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Non-cellular IoT

Cellular IoT

Segmentation by Integration:

Single-mode

Multi-mode

Segmentation by Technology:

Short-range IoT

Wide-range IoT

Segmentation by Application:

Smart Home

Smart Healthcare

Retail Logistics

Consumer Electronics

Automotive Electronics

Other

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.

Broadcomm

Qualcomm

Texas Instruments

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

Beken Corporation

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cellular/Non-cellular Wireless Communication Chips market?

What factors are driving Cellular/Non-cellular Wireless Communication Chips market growth, globally and by region?

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

How do Cellular/Non-cellular Wireless Communication Chips market opportunities vary by end market size?

How does Cellular/Non-cellular Wireless Communication Chips break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

2.1.1 Global Cellular/Non-cellular Wireless Communication Chips Annual Sales 2021-2032

2.1.2 World Current & Future Analysis for Cellular/Non-cellular Wireless Communication Chips by Geographic Region, 2021, 2025 & 2032

2.1.3 World Current & Future Analysis for Cellular/Non-cellular Wireless Communication Chips by Country/Region, 2021, 2025 & 2032

2.2 Cellular/Non-cellular Wireless Communication Chips Segment by Type

2.2.1 Non-cellular IoT

2.2.2 Cellular IoT

2.2.3 Cellular/Non-cellular Wireless Communication Chips Sales by Type

2.2.3.1 Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type (2021-2026)

2.2.3.2 Global Cellular/Non-cellular Wireless Communication Chips Revenue and Market Share by Type (2021-2026)

2.2.3.3 Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Type (2021-2026)

2.3 Cellular/Non-cellular Wireless Communication Chips Segment by Integration

2.3.1 Single-mode

2.3.2 Multi-mode

2.3.3 Cellular/Non-cellular Wireless Communication Chips Sales by Integration

2.3.3.1 Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Integration (2021-2026)

2.3.3.2 Global Cellular/Non-cellular Wireless Communication Chips Revenue and

Market Share by Integration (2021-2026)

2.3.3.3 Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Integration (2021-2026)

2.4 Cellular/Non-cellular Wireless Communication Chips Segment by Technology

2.4.1 Short-range IoT

2.4.2 Wide-range IoT

2.4.3 Cellular/Non-cellular Wireless Communication Chips Sales by Technology

2.4.3.1 Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Technology (2021-2026)

2.4.3.2 Global Cellular/Non-cellular Wireless Communication Chips Revenue and Market Share by Technology (2021-2026)

2.4.3.3 Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Technology (2021-2026)

2.5 Cellular/Non-cellular Wireless Communication Chips Segment by Application

2.5.1 Smart Home

2.5.2 Smart Healthcare

2.5.3 Retail Logistics

2.5.4 Consumer Electronics

2.5.5 Automotive Electronics

2.5.6 Other

2.5.7 Cellular/Non-cellular Wireless Communication Chips Sales by Application

2.5.7.1 Global Cellular/Non-cellular Wireless Communication Chips Sale Market Share by Application (2021-2026)

2.5.7.2 Global Cellular/Non-cellular Wireless Communication Chips Revenue and Market Share by Application (2021-2026)

2.5.7.3 Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Cellular/Non-cellular Wireless Communication Chips Breakdown Data by Company

3.1.1 Global Cellular/Non-cellular Wireless Communication Chips Annual Sales by Company (2021-2026)

3.1.2 Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Company (2021-2026)

3.2 Global Cellular/Non-cellular Wireless Communication Chips Annual Revenue by Company (2021-2026)

3.2.1 Global Cellular/Non-cellular Wireless Communication Chips Revenue by

Company (2021-2026)

3.2.2 Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Company (2021-2026)

3.3 Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Company

3.4 Key Manufacturers Cellular/Non-cellular Wireless Communication Chips Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Cellular/Non-cellular Wireless Communication Chips Product Location Distribution

3.4.2 Players Cellular/Non-cellular Wireless Communication Chips Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR CELLULAR/NON-CELLULAR WIRELESS COMMUNICATION CHIPS BY GEOGRAPHIC REGION

4.1 World Historic Cellular/Non-cellular Wireless Communication Chips Market Size by Geographic Region (2021-2026)

4.1.1 Global Cellular/Non-cellular Wireless Communication Chips Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Cellular/Non-cellular Wireless Communication Chips Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Cellular/Non-cellular Wireless Communication Chips Market Size by Country/Region (2021-2026)

4.2.1 Global Cellular/Non-cellular Wireless Communication Chips Annual Sales by Country/Region (2021-2026)

4.2.2 Global Cellular/Non-cellular Wireless Communication Chips Annual Revenue by Country/Region (2021-2026)

4.3 Americas Cellular/Non-cellular Wireless Communication Chips Sales Growth

4.4 APAC Cellular/Non-cellular Wireless Communication Chips Sales Growth

4.5 Europe Cellular/Non-cellular Wireless Communication Chips Sales Growth

4.6 Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales Growth

5 AMERICAS

5.1 Americas Cellular/Non-cellular Wireless Communication Chips Sales by Country

5.1.1 Americas Cellular/Non-cellular Wireless Communication Chips Sales by Country (2021-2026)

5.1.2 Americas Cellular/Non-cellular Wireless Communication Chips Revenue by Country (2021-2026)

5.2 Americas Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026)

5.3 Americas Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Cellular/Non-cellular Wireless Communication Chips Sales by Region

6.1.1 APAC Cellular/Non-cellular Wireless Communication Chips Sales by Region (2021-2026)

6.1.2 APAC Cellular/Non-cellular Wireless Communication Chips Revenue by Region (2021-2026)

6.2 APAC Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026)

6.3 APAC Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Cellular/Non-cellular Wireless Communication Chips by Country

7.1.1 Europe Cellular/Non-cellular Wireless Communication Chips Sales by Country (2021-2026)

7.1.2 Europe Cellular/Non-cellular Wireless Communication Chips Revenue by Country (2021-2026)

7.2 Europe Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026)

7.3 Europe Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Cellular/Non-cellular Wireless Communication Chips by Country

8.1.1 Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales by Country (2021-2026)

8.1.2 Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Revenue by Country (2021-2026)

8.2 Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026)

8.3 Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Cellular/Non-cellular Wireless Communication Chips

10.3 Manufacturing Process Analysis of Cellular/Non-cellular Wireless Communication Chips

10.4 Industry Chain Structure of Cellular/Non-cellular Wireless Communication Chips

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Cellular/Non-cellular Wireless Communication Chips Distributors

11.3 Cellular/Non-cellular Wireless Communication Chips Customer

12 WORLD FORECAST REVIEW FOR CELLULAR/NON-CELLULAR WIRELESS COMMUNICATION CHIPS BY GEOGRAPHIC REGION

12.1 Global Cellular/Non-cellular Wireless Communication Chips Market Size Forecast by Region

12.1.1 Global Cellular/Non-cellular Wireless Communication Chips Forecast by Region (2027-2032)

12.1.2 Global Cellular/Non-cellular Wireless Communication Chips Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Cellular/Non-cellular Wireless Communication Chips Forecast by Type (2027-2032)

12.7 Global Cellular/Non-cellular Wireless Communication Chips Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Broadcomm

13.1.1 Broadcomm Company Information

13.1.2 Broadcomm Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.1.3 Broadcomm Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Broadcomm Main Business Overview

- 13.1.5 Broadcom Latest Developments
- 13.2 Qualcomm
 - 13.2.1 Qualcomm Company Information
 - 13.2.2 Qualcomm Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.2.3 Qualcomm Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Qualcomm Main Business Overview
 - 13.2.5 Qualcomm Latest Developments
- 13.3 Texas Instruments
 - 13.3.1 Texas Instruments Company Information
 - 13.3.2 Texas Instruments Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.3.3 Texas Instruments Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 Texas Instruments Main Business Overview
 - 13.3.5 Texas Instruments Latest Developments
- 13.4 Semtech Corporation
 - 13.4.1 Semtech Corporation Company Information
 - 13.4.2 Semtech Corporation Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.4.3 Semtech Corporation Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Semtech Corporation Main Business Overview
 - 13.4.5 Semtech Corporation Latest Developments
- 13.5 Nordic Semiconductor
 - 13.5.1 Nordic Semiconductor Company Information
 - 13.5.2 Nordic Semiconductor Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.5.3 Nordic Semiconductor Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Nordic Semiconductor Main Business Overview
 - 13.5.5 Nordic Semiconductor Latest Developments
- 13.6 Renesas Electronics (Dialog Semiconductor)
 - 13.6.1 Renesas Electronics (Dialog Semiconductor) Company Information
 - 13.6.2 Renesas Electronics (Dialog Semiconductor) Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.6.3 Renesas Electronics (Dialog Semiconductor) Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.6.4 Renesas Electronics (Dialog Semiconductor) Main Business Overview
- 13.6.5 Renesas Electronics (Dialog Semiconductor) Latest Developments
- 13.7 Silicon Labs
 - 13.7.1 Silicon Labs Company Information
 - 13.7.2 Silicon Labs Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.7.3 Silicon Labs Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Silicon Labs Main Business Overview
 - 13.7.5 Silicon Labs Latest Developments
- 13.8 NXP Semiconductors
 - 13.8.1 NXP Semiconductors Company Information
 - 13.8.2 NXP Semiconductors Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.8.3 NXP Semiconductors Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 NXP Semiconductors Main Business Overview
 - 13.8.5 NXP Semiconductors Latest Developments
- 13.9 STMicroelectronics
 - 13.9.1 STMicroelectronics Company Information
 - 13.9.2 STMicroelectronics Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.9.3 STMicroelectronics Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 STMicroelectronics Main Business Overview
 - 13.9.5 STMicroelectronics Latest Developments
- 13.10 Realtek Semiconductor Corporation
 - 13.10.1 Realtek Semiconductor Corporation Company Information
 - 13.10.2 Realtek Semiconductor Corporation Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.10.3 Realtek Semiconductor Corporation Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Realtek Semiconductor Corporation Main Business Overview
 - 13.10.5 Realtek Semiconductor Corporation Latest Developments
- 13.11 Infineon
 - 13.11.1 Infineon Company Information
 - 13.11.2 Infineon Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
 - 13.11.3 Infineon Cellular/Non-cellular Wireless Communication Chips Sales, Revenue,

Price and Gross Margin (2021-2026)

13.11.4 Infineon Main Business Overview

13.11.5 Infineon Latest Developments

13.12 Microchip Technology

13.12.1 Microchip Technology Company Information

13.12.2 Microchip Technology Cellular/Non-cellular Wireless Communication Chips

Product Portfolios and Specifications

13.12.3 Microchip Technology Cellular/Non-cellular Wireless Communication Chips

Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Microchip Technology Main Business Overview

13.12.5 Microchip Technology Latest Developments

13.13 Toshiba

13.13.1 Toshiba Company Information

13.13.2 Toshiba Cellular/Non-cellular Wireless Communication Chips Product

Portfolios and Specifications

13.13.3 Toshiba Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Toshiba Main Business Overview

13.13.5 Toshiba Latest Developments

13.14 Sequans

13.14.1 Sequans Company Information

13.14.2 Sequans Cellular/Non-cellular Wireless Communication Chips Product

Portfolios and Specifications

13.14.3 Sequans Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Sequans Main Business Overview

13.14.5 Sequans Latest Developments

13.15 Onsemi

13.15.1 Onsemi Company Information

13.15.2 Onsemi Cellular/Non-cellular Wireless Communication Chips Product

Portfolios and Specifications

13.15.3 Onsemi Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.15.4 Onsemi Main Business Overview

13.15.5 Onsemi Latest Developments

13.16 MediaTek

13.16.1 MediaTek Company Information

13.16.2 MediaTek Cellular/Non-cellular Wireless Communication Chips Product

Portfolios and Specifications

13.16.3 MediaTek Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.16.4 MediaTek Main Business Overview

13.16.5 MediaTek Latest Developments

13.17 Qorvo

13.17.1 Qorvo Company Information

13.17.2 Qorvo Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.17.3 Qorvo Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.17.4 Qorvo Main Business Overview

13.17.5 Qorvo Latest Developments

13.18 UNISOC

13.18.1 UNISOC Company Information

13.18.2 UNISOC Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.18.3 UNISOC Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.18.4 UNISOC Main Business Overview

13.18.5 UNISOC Latest Developments

13.19 Telink Semiconductor (shanghai)co.,ltd.

13.19.1 Telink Semiconductor (shanghai)co.,ltd. Company Information

13.19.2 Telink Semiconductor (shanghai)co.,ltd. Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.19.3 Telink Semiconductor (shanghai)co.,ltd. Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.19.4 Telink Semiconductor (shanghai)co.,ltd. Main Business Overview

13.19.5 Telink Semiconductor (shanghai)co.,ltd. Latest Developments

13.20 Shenzhen HiSilicon Technologies

13.20.1 Shenzhen HiSilicon Technologies Company Information

13.20.2 Shenzhen HiSilicon Technologies Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.20.3 Shenzhen HiSilicon Technologies Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.20.4 Shenzhen HiSilicon Technologies Main Business Overview

13.20.5 Shenzhen HiSilicon Technologies Latest Developments

13.21 ASR Microelectronics Co., Ltd.

13.21.1 ASR Microelectronics Co., Ltd. Company Information

13.21.2 ASR Microelectronics Co., Ltd. Cellular/Non-cellular Wireless Communication

Chips Product Portfolios and Specifications

13.21.3 ASR Microelectronics Co., Ltd. Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.21.4 ASR Microelectronics Co., Ltd. Main Business Overview

13.21.5 ASR Microelectronics Co., Ltd. Latest Developments

13.22 Zhuhai All Winner Technology

13.22.1 Zhuhai All Winner Technology Company Information

13.22.2 Zhuhai All Winner Technology Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.22.3 Zhuhai All Winner Technology Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.22.4 Zhuhai All Winner Technology Main Business Overview

13.22.5 Zhuhai All Winner Technology Latest Developments

13.23 Espressif Systems

13.23.1 Espressif Systems Company Information

13.23.2 Espressif Systems Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.23.3 Espressif Systems Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.23.4 Espressif Systems Main Business Overview

13.23.5 Espressif Systems Latest Developments

13.24 Beken Corporation

13.24.1 Beken Corporation Company Information

13.24.2 Beken Corporation Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

13.24.3 Beken Corporation Cellular/Non-cellular Wireless Communication Chips Sales, Revenue, Price and Gross Margin (2021-2026)

13.24.4 Beken Corporation Main Business Overview

13.24.5 Beken Corporation Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Cellular/Non-cellular Wireless Communication Chips Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Cellular/Non-cellular Wireless Communication Chips Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Non-cellular IoT

Table 4. Major Players of Cellular IoT

Table 5. Global Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026) & (Million Units)

Table 6. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type (2021-2026)

Table 7. Global Cellular/Non-cellular Wireless Communication Chips Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Type (2021-2026)

Table 9. Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Type (2021-2026) & (US\$/Unit)

Table 10. Major Players of Single-mode

Table 11. Major Players of Multi-mode

Table 12. Global Cellular/Non-cellular Wireless Communication Chips Sales by Integration (2021-2026) & (Million Units)

Table 13. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Integration (2021-2026)

Table 14. Global Cellular/Non-cellular Wireless Communication Chips Revenue by Integration (2021-2026) & (\$ million)

Table 15. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Integration (2021-2026)

Table 16. Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Integration (2021-2026) & (US\$/Unit)

Table 17. Major Players of Short-range IoT

Table 18. Major Players of Wide-range IoT

Table 19. Global Cellular/Non-cellular Wireless Communication Chips Sales by Technology (2021-2026) & (Million Units)

Table 20. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Technology (2021-2026)

Table 21. Global Cellular/Non-cellular Wireless Communication Chips Revenue by

Technology (2021-2026) & (\$ million)

Table 22. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Technology (2021-2026)

Table 23. Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Technology (2021-2026) & (US\$/Unit)

Table 24. Global Cellular/Non-cellular Wireless Communication Chips Sale by Application (2021-2026) & (Million Units)

Table 25. Global Cellular/Non-cellular Wireless Communication Chips Sale Market Share by Application (2021-2026)

Table 26. Global Cellular/Non-cellular Wireless Communication Chips Revenue by Application (2021-2026) & (\$ million)

Table 27. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Application (2021-2026)

Table 28. Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Application (2021-2026) & (US\$/Unit)

Table 29. Global Cellular/Non-cellular Wireless Communication Chips Sales by Company (2021-2026) & (Million Units)

Table 30. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Company (2021-2026)

Table 31. Global Cellular/Non-cellular Wireless Communication Chips Revenue by Company (2021-2026) & (\$ millions)

Table 32. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Company (2021-2026)

Table 33. Global Cellular/Non-cellular Wireless Communication Chips Sale Price by Company (2021-2026) & (US\$/Unit)

Table 34. Key Manufacturers Cellular/Non-cellular Wireless Communication Chips Producing Area Distribution and Sales Area

Table 35. Players Cellular/Non-cellular Wireless Communication Chips Products Offered

Table 36. Cellular/Non-cellular Wireless Communication Chips Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 37. New Products and Potential Entrants

Table 38. Market M&A Activity & Strategy

Table 39. Global Cellular/Non-cellular Wireless Communication Chips Sales by Geographic Region (2021-2026) & (Million Units)

Table 40. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share Geographic Region (2021-2026)

Table 41. Global Cellular/Non-cellular Wireless Communication Chips Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 42. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Geographic Region (2021-2026)

Table 43. Global Cellular/Non-cellular Wireless Communication Chips Sales by Country/Region (2021-2026) & (Million Units)

Table 44. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country/Region (2021-2026)

Table 45. Global Cellular/Non-cellular Wireless Communication Chips Revenue by Country/Region (2021-2026) & (\$ millions)

Table 46. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Country/Region (2021-2026)

Table 47. Americas Cellular/Non-cellular Wireless Communication Chips Sales by Country (2021-2026) & (Million Units)

Table 48. Americas Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country (2021-2026)

Table 49. Americas Cellular/Non-cellular Wireless Communication Chips Revenue by Country (2021-2026) & (\$ millions)

Table 50. Americas Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026) & (Million Units)

Table 51. Americas Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026) & (Million Units)

Table 52. APAC Cellular/Non-cellular Wireless Communication Chips Sales by Region (2021-2026) & (Million Units)

Table 53. APAC Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Region (2021-2026)

Table 54. APAC Cellular/Non-cellular Wireless Communication Chips Revenue by Region (2021-2026) & (\$ millions)

Table 55. APAC Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026) & (Million Units)

Table 56. APAC Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026) & (Million Units)

Table 57. Europe Cellular/Non-cellular Wireless Communication Chips Sales by Country (2021-2026) & (Million Units)

Table 58. Europe Cellular/Non-cellular Wireless Communication Chips Revenue by Country (2021-2026) & (\$ millions)

Table 59. Europe Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026) & (Million Units)

Table 60. Europe Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026) & (Million Units)

Table 61. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips

Sales by Country (2021-2026) & (Million Units)

Table 62. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Country (2021-2026)

Table 63. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales by Type (2021-2026) & (Million Units)

Table 64. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales by Application (2021-2026) & (Million Units)

Table 65. Key Market Drivers & Growth Opportunities of Cellular/Non-cellular Wireless Communication Chips

Table 66. Key Market Challenges & Risks of Cellular/Non-cellular Wireless Communication Chips

Table 67. Key Industry Trends of Cellular/Non-cellular Wireless Communication Chips

Table 68. Cellular/Non-cellular Wireless Communication Chips Raw Material

Table 69. Key Suppliers of Raw Materials

Table 70. Cellular/Non-cellular Wireless Communication Chips Distributors List

Table 71. Cellular/Non-cellular Wireless Communication Chips Customer List

Table 72. Global Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Region (2027-2032) & (Million Units)

Table 73. Global Cellular/Non-cellular Wireless Communication Chips Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 74. Americas Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Country (2027-2032) & (Million Units)

Table 75. Americas Cellular/Non-cellular Wireless Communication Chips Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 76. APAC Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Region (2027-2032) & (Million Units)

Table 77. APAC Cellular/Non-cellular Wireless Communication Chips Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 78. Europe Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Country (2027-2032) & (Million Units)

Table 79. Europe Cellular/Non-cellular Wireless Communication Chips Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 80. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Country (2027-2032) & (Million Units)

Table 81. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 82. Global Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Type (2027-2032) & (Million Units)

Table 83. Global Cellular/Non-cellular Wireless Communication Chips Revenue

Forecast by Type (2027-2032) & (\$ millions)

Table 84. Global Cellular/Non-cellular Wireless Communication Chips Sales Forecast by Application (2027-2032) & (Million Units)

Table 85. Global Cellular/Non-cellular Wireless Communication Chips Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 86. Broadcom Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 87. Broadcom Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 88. Broadcom Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 89. Broadcom Main Business

Table 90. Broadcom Latest Developments

Table 91. Qualcomm Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 92. Qualcomm Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 93. Qualcomm Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 94. Qualcomm Main Business

Table 95. Qualcomm Latest Developments

Table 96. Texas Instruments Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 97. Texas Instruments Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 98. Texas Instruments Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 99. Texas Instruments Main Business

Table 100. Texas Instruments Latest Developments

Table 101. Semtech Corporation Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 102. Semtech Corporation Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 103. Semtech Corporation Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 104. Semtech Corporation Main Business

Table 105. Semtech Corporation Latest Developments

Table 106. Nordic Semiconductor Basic Information, Cellular/Non-cellular Wireless

- Communication Chips Manufacturing Base, Sales Area and Its Competitors
- Table 107. Nordic Semiconductor Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
- Table 108. Nordic Semiconductor Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 109. Nordic Semiconductor Main Business
- Table 110. Nordic Semiconductor Latest Developments
- Table 111. Renesas Electronics (Dialog Semiconductor) Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors
- Table 112. Renesas Electronics (Dialog Semiconductor) Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
- Table 113. Renesas Electronics (Dialog Semiconductor) Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 114. Renesas Electronics (Dialog Semiconductor) Main Business
- Table 115. Renesas Electronics (Dialog Semiconductor) Latest Developments
- Table 116. Silicon Labs Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors
- Table 117. Silicon Labs Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
- Table 118. Silicon Labs Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 119. Silicon Labs Main Business
- Table 120. Silicon Labs Latest Developments
- Table 121. NXP Semiconductors Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors
- Table 122. NXP Semiconductors Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications
- Table 123. NXP Semiconductors Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 124. NXP Semiconductors Main Business
- Table 125. NXP Semiconductors Latest Developments
- Table 126. STMicroelectronics Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors
- Table 127. STMicroelectronics Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 128. STMicroelectronics Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 129. STMicroelectronics Main Business

Table 130. STMicroelectronics Latest Developments

Table 131. Realtek Semiconductor Corporation Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 132. Realtek Semiconductor Corporation Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 133. Realtek Semiconductor Corporation Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 134. Realtek Semiconductor Corporation Main Business

Table 135. Realtek Semiconductor Corporation Latest Developments

Table 136. Infineon Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 137. Infineon Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 138. Infineon Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 139. Infineon Main Business

Table 140. Infineon Latest Developments

Table 141. Microchip Technology Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 142. Microchip Technology Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 143. Microchip Technology Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 144. Microchip Technology Main Business

Table 145. Microchip Technology Latest Developments

Table 146. Toshiba Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 147. Toshiba Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 148. Toshiba Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 149. Toshiba Main Business

Table 150. Toshiba Latest Developments

Table 151. Sequans Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 152. Sequans Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 153. Sequans Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 154. Sequans Main Business

Table 155. Sequans Latest Developments

Table 156. Onsemi Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 157. Onsemi Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 158. Onsemi Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 159. Onsemi Main Business

Table 160. Onsemi Latest Developments

Table 161. MediaTek Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 162. MediaTek Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 163. MediaTek Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 164. MediaTek Main Business

Table 165. MediaTek Latest Developments

Table 166. Qorvo Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 167. Qorvo Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 168. Qorvo Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 169. Qorvo Main Business

Table 170. Qorvo Latest Developments

Table 171. UNISOC Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 172. UNISOC Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 173. UNISOC Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 174. UNISOC Main Business

Table 175. UNISOC Latest Developments

Table 176. Telink Semiconductor (shanghai)co.,ltd. Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 177. Telink Semiconductor (shanghai)co.,ltd. Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 178. Telink Semiconductor (shanghai)co.,ltd. Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 179. Telink Semiconductor (shanghai)co.,ltd. Main Business

Table 180. Telink Semiconductor (shanghai)co.,ltd. Latest Developments

Table 181. Shenzhen HiSilicon Technologies Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 182. Shenzhen HiSilicon Technologies Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 183. Shenzhen HiSilicon Technologies Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 184. Shenzhen HiSilicon Technologies Main Business

Table 185. Shenzhen HiSilicon Technologies Latest Developments

Table 186. ASR Microelectronics Co., Ltd. Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 187. ASR Microelectronics Co., Ltd. Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 188. ASR Microelectronics Co., Ltd. Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 189. ASR Microelectronics Co., Ltd. Main Business

Table 190. ASR Microelectronics Co., Ltd. Latest Developments

Table 191. Zhuhai All Winner Technology Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 192. Zhuhai All Winner Technology Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 193. Zhuhai All Winner Technology Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 194. Zhuhai All Winner Technology Main Business

Table 195. Zhuhai All Winner Technology Latest Developments

Table 196. Espressif Systems Basic Information, Cellular/Non-cellular Wireless

Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 197. Espressif Systems Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 198. Espressif Systems Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 199. Espressif Systems Main Business

Table 200. Espressif Systems Latest Developments

Table 201. Beken Corporation Basic Information, Cellular/Non-cellular Wireless Communication Chips Manufacturing Base, Sales Area and Its Competitors

Table 202. Beken Corporation Cellular/Non-cellular Wireless Communication Chips Product Portfolios and Specifications

Table 203. Beken Corporation Cellular/Non-cellular Wireless Communication Chips Sales (Million Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 204. Beken Corporation Main Business

Table 205. Beken Corporation Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Cellular/Non-cellular Wireless Communication Chips
- Figure 2. Cellular/Non-cellular Wireless Communication Chips Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Cellular/Non-cellular Wireless Communication Chips Sales Growth Rate 2021-2032 (Million Units)
- Figure 7. Global Cellular/Non-cellular Wireless Communication Chips Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Cellular/Non-cellular Wireless Communication Chips Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country/Region (2025)
- Figure 10. Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Non-cellular IoT
- Figure 12. Product Picture of Cellular IoT
- Figure 13. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type in 2026
- Figure 14. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Single-mode
- Figure 16. Product Picture of Multi-mode
- Figure 17. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Integration in 2026
- Figure 18. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Integration (2021-2026)
- Figure 19. Product Picture of Short-range IoT
- Figure 20. Product Picture of Wide-range IoT
- Figure 21. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Technology in 2026
- Figure 22. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Technology (2021-2026)
- Figure 23. Cellular/Non-cellular Wireless Communication Chips Consumed in Smart Home

Figure 24. Global Cellular/Non-cellular Wireless Communication Chips Market: Smart Home (2021-2026) & (Million Units)

Figure 25. Cellular/Non-cellular Wireless Communication Chips Consumed in Smart Healthcare

Figure 26. Global Cellular/Non-cellular Wireless Communication Chips Market: Smart Healthcare (2021-2026) & (Million Units)

Figure 27. Cellular/Non-cellular Wireless Communication Chips Consumed in Retail Logistics

Figure 28. Global Cellular/Non-cellular Wireless Communication Chips Market: Retail Logistics (2021-2026) & (Million Units)

Figure 29. Cellular/Non-cellular Wireless Communication Chips Consumed in Consumer Electronics

Figure 30. Global Cellular/Non-cellular Wireless Communication Chips Market: Consumer Electronics (2021-2026) & (Million Units)

Figure 31. Cellular/Non-cellular Wireless Communication Chips Consumed in Automotive Electronics

Figure 32. Global Cellular/Non-cellular Wireless Communication Chips Market: Automotive Electronics (2021-2026) & (Million Units)

Figure 33. Cellular/Non-cellular Wireless Communication Chips Consumed in Other

Figure 34. Global Cellular/Non-cellular Wireless Communication Chips Market: Other (2021-2026) & (Million Units)

Figure 35. Global Cellular/Non-cellular Wireless Communication Chips Sale Market Share by Application (2025)

Figure 36. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Application in 2026

Figure 37. Cellular/Non-cellular Wireless Communication Chips Sales by Company in 2026 (Million Units)

Figure 38. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Company in 2026

Figure 39. Cellular/Non-cellular Wireless Communication Chips Revenue by Company in 2026 (\$ millions)

Figure 40. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Company in 2026

Figure 41. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Geographic Region (2021-2026)

Figure 42. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Geographic Region in 2026

Figure 43. Americas Cellular/Non-cellular Wireless Communication Chips Sales 2021-2026 (Million Units)

Figure 44. Americas Cellular/Non-cellular Wireless Communication Chips Revenue 2021-2026 (\$ millions)

Figure 45. APAC Cellular/Non-cellular Wireless Communication Chips Sales 2021-2026 (Million Units)

Figure 46. APAC Cellular/Non-cellular Wireless Communication Chips Revenue 2021-2026 (\$ millions)

Figure 47. Europe Cellular/Non-cellular Wireless Communication Chips Sales 2021-2026 (Million Units)

Figure 48. Europe Cellular/Non-cellular Wireless Communication Chips Revenue 2021-2026 (\$ millions)

Figure 49. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales 2021-2026 (Million Units)

Figure 50. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Revenue 2021-2026 (\$ millions)

Figure 51. Americas Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country in 2026

Figure 52. Americas Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Country (2021-2026)

Figure 53. Americas Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type (2021-2026)

Figure 54. Americas Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Application (2021-2026)

Figure 55. United States Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 56. Canada Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 57. Mexico Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 58. Brazil Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 59. APAC Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Region in 2026

Figure 60. APAC Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Region (2021-2026)

Figure 61. APAC Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type (2021-2026)

Figure 62. APAC Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Application (2021-2026)

Figure 63. China Cellular/Non-cellular Wireless Communication Chips Revenue Growth

2021-2026 (\$ millions)

Figure 64. Japan Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 65. South Korea Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 66. Southeast Asia Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 67. India Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 68. Australia Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 69. China Taiwan Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 70. Europe Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country in 2026

Figure 71. Europe Cellular/Non-cellular Wireless Communication Chips Revenue Market Share by Country (2021-2026)

Figure 72. Europe Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type (2021-2026)

Figure 73. Europe Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Application (2021-2026)

Figure 74. Germany Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 75. France Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 76. UK Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 77. Italy Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 78. Russia Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 79. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Country (2021-2026)

Figure 80. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Type (2021-2026)

Figure 81. Middle East & Africa Cellular/Non-cellular Wireless Communication Chips Sales Market Share by Application (2021-2026)

Figure 82. Egypt Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 83. South Africa Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 84. Israel Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 85. Turkey Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 86. GCC Countries Cellular/Non-cellular Wireless Communication Chips Revenue Growth 2021-2026 (\$ millions)

Figure 87. Manufacturing Cost Structure Analysis of Cellular/Non-cellular Wireless Communication Chips in 2026

Figure 88. Manufacturing Process Analysis of Cellular/Non-cellular Wireless Communication Chips

Figure 89. Industry Chain Structure of Cellular/Non-cellular Wireless Communication Chips

Figure 90. Channels of Distribution

Figure 91. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Forecast by Region (2027-2032)

Figure 92. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share Forecast by Region (2027-2032)

Figure 93. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share Forecast by Type (2027-2032)

Figure 94. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share Forecast by Type (2027-2032)

Figure 95. Global Cellular/Non-cellular Wireless Communication Chips Sales Market Share Forecast by Application (2027-2032)

Figure 96. Global Cellular/Non-cellular Wireless Communication Chips Revenue Market Share Forecast by Application (2027-2032)

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