

Global Direct TPMS Market Growth 2026-2032

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Abstracts

The global Direct TPMS market size is predicted to grow from US\$ 2645 million in 2025 to US\$ 5600 million in 2032; it is expected to grow at a CAGR of 11.5% from 2026 to 2032.

Direct TPMS is a direct-measurement tire pressure monitoring system that uses wheel-mounted pressure sensors (often with temperature sensing) to measure actual tire pressure and transmit the data wirelessly to a receiver/gateway/ECU, which then drives the vehicle warning and display logic. Unlike indirect TPMS, direct TPMS provides true pressure readings and faster, more deterministic under-inflation alerts aligned with safety performance requirements.

A complete TPMS system typically consists of four transmitters (sensors) and one controller (receiver). Upstream inputs include automotive-grade MEMS pressure dies, MCUs and RF transceivers (commonly 315/433 MHz), antennas and passives, primary batteries, valve-stem hardware, seals, injection-molded housings, and calibration/diagnostic software.

In 2025, global Direct TPMS production reached approximately 90 million sets, with an average global market price is \$30 per set.

Direct TPMS is a sensor-based tire-pressure monitoring architecture where pressure is measured at the wheel. A pressure sensor is located inside each tire or wheel assembly, and it transmits tire-pressure information?often alongside internal air temperature in some implementations?to a vehicle-side receiver and processing unit that drives warnings and diagnostics. Regulatory and rulemaking materials describe direct systems in exactly these terms: a pressure sensor in each tire that broadcasts or transmits pressure information to a central receiver or processing path on the vehicle. This framing matters commercially because it anchors what OEMs, fleets, and service

networks ultimately buy: not just a sensor, but a verifiable system behavior that remains consistent across platforms, climates, tire variants, and the full vehicle lifecycle.

From a market and engineering perspective, direct TPMS differentiation is increasingly about lifecycle reliability and serviceability rather than can it measure pressure. Key value drivers include RF link robustness and interference resilience, stable identification and sensor recognition workflows, battery life under real duty cycles, and diagnostic depth that helps isolate sensor, communication, or system faults quickly. Industry explainers also emphasize the practical advantage of direct TPMS: it collects accurate pressure data directly from dedicated sensors and can report it in near real time, whereas indirect approaches infer changes from other vehicle signals. That immediacy is why direct TPMS is often positioned as the preferred architecture when accuracy, faster detection, and clearer maintenance actionability are priorities.

Commercial opportunity is strongest along three growth curves. First is OEM platform scale: automakers increasingly want a unified sensor and software strategy that can be reused across multiple vehicle lines, reducing validation burden while improving delivery consistency. Second is fleet and commercial adoption, where direct TPMS data can be operationalized for tire-asset management?earlier anomaly detection, fewer roadside events, improved tire life, and higher uptime?especially as regulatory scope expands in some markets and use cases. Third is the service ecosystem: sensor battery depletion and physical damage create recurring replacement demand, and the real after-service experience is defined by how efficiently a shop can restore correct sensor-to-vehicle communication and verify end-to-end functionality before handover. In practice, that end-to-end verification discipline often determines customer satisfaction and comeback rates more than the sensor hardware itself.

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

This Insight Report provides a comprehensive analysis of the global Direct TPMS 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 Direct TPMS portfolios and capabilities, market entry strategies, market positions, and geographic

footprints, to better understand these firms? unique position in an accelerating global Direct TPMS market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Direct TPMS 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 Direct TPMS.

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

Segmentation by Type:

Internal TPMS

External TPMS

Segmentation by Sales Channel:

OEM

Aftermarket

Segmentation by Vehicle:

Internal Combustion Engines

New Energy Vehicles

Segmentation by Application:

Passenger Vehicle

Commercial Vehicle

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.

Sensata Technologies

Baolong Automotive

Sysgration Ltd.

Continental

Pacific Industrial

Sate Auto Electronic

Lianchuang Automotive Electronics

CUB ELECPARTS INC

Steelmate

Orange Electronic

Bendix Corporation

Hamaton Automotive

NIRA Dynamics

Autel Automotive Intelligence

Key Questions Addressed in this Report

What is the 10-year outlook for the global Direct TPMS market?

What factors are driving Direct TPMS market growth, globally and by region?

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

How do Direct TPMS market opportunities vary by end market size?

How does Direct TPMS break out by Type, by Application?

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