

Global OBD-II GPS Tracker Market Growth 2026-2032

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Abstracts

The global OBD-II GPS Tracker market size is predicted to grow from US\$ 745 million in 2025 to US\$ 1799 million in 2032; it is expected to grow at a CAGR of 13.5% from 2026 to 2032.

In 2025, global OBD-II GPS Tracker production reached approximately 13.6 million units with an average global market price of around US\$56 per unit. Single-line annual production capacity averages 60 k units with a gross margin of approximately 38-39%. The upstream of the OBD-II GPS Tracker industry primarily consists of electronic components such as chips, sensors, and antennas, which are concentrated in the fields of electronics and communications. The downstream applications are divided into passenger cars (accounting for about 60%), commercial vehicles (about 30%), and others (about 10%), with consumption proportions. The industry chain analysis indicates a rapid growth in market demand. The demand analysis points out that with the increase in the number of vehicles on the road and the rising demand for location-based services, there is a continuous upward trend in the market demand for OBD-II GPS Trackers. The business opportunity analysis emphasizes that the integration of big data and the Internet of Things technology is bringing new growth points to the industry.

The OBD-II GPS Tracker is a sophisticated device designed to seamlessly integrate with vehicles, offering an effortless plug-and-play experience. It serves as a robust solution for real-time tracking, providing accurate location data while ensuring the vehicle's safety and efficiency. This compact tracker offers a comprehensive suite of features, including comprehensive mapping, geofencing, and historical tracking, making it an indispensable tool for monitoring and managing the vehicle's performance. It also enables remote control and alert notifications, ensuring peace of mind for the user. In essence, the OBD-II GPS Tracker is a powerful, user-friendly device that enhances the overall experience of vehicle ownership.

United States market for OBD-II GPS Tracker 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 OBD-II GPS Tracker 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 OBD-II GPS Tracker is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key OBD-II GPS Tracker players cover Teltonika, Ruptela, CalAmp, Radius Telematics, Zetronix, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for OBD-II GPS Tracker 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 OBD-II GPS Tracker.

This report presents a comprehensive overview, market shares, and growth opportunities of OBD-II GPS Tracker market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

2G

3G

4G

Universal Network Compatibility

Segmentation by Positioning Accuracy:

Sub-meter Positioning Accuracy

Centimeter-level Positioning Accuracy

Segmentation by Application:

Passenger Cars

Commercial Vehicles

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

Teltonika

Ruptela

CalAmp

Radius Telematics

Zetronix

LandAirSea

AccuGPS

Bouncie(Tail Light)

Geotab

Novatel

iWave Global

ATrack Technology

Shenzhen Sinocastel

Shenzhen Seg Smartechs

Shenzhen Jimi IoT

Guangdong Gosun Telecommunications

Shenzhen Neoway Technology

Shandong Zhiren Cloud IoT

Luanyi Technology (Shenzhen)

Shenzhen Connected Car Cloud Technology

ShenZhen ZhuoTaiDa Electronic Technology

Shenzhen Nazve Technology

Shanghai Queclink Wireless Solutions

Shenzhen Vodofo Technology

Shenzhen Boshijie Technology

Shanghai Zhuoyuan Information Technology

Guangxi Hengsheng Electronics Technology

Shanghai Quectel Wireless Solutions

Guangdong Changbao Information Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global OBD-II GPS Tracker market?

What factors are driving OBD-II GPS Tracker market growth, globally and by region?

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

How do OBD-II GPS Tracker market opportunities vary by end market size?

How does OBD-II GPS Tracker break out by Type, by Application?

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