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Global OBD Locator Market Growth 2026-2032

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Abstracts

The global OBD Locator market size is predicted to grow from US$ 631 million in 2025 to US$ 1469 million in 2032; it is expected to grow at a CAGR of 13.1% from 2026 to 2032.

In 2024, the global production of OBD locators will reach 9.55 million units, with an average selling price of US$60 per unit.An OBD locator is an intelligent positioning and data collection device that plugs into a vehicle's OBD port. It not only features GPS/Beidou positioning and 4G/3G/2G communication, but also provides real-time readings of vehicle status information such as mileage, speed, fuel consumption, and fault codes. Its advantages lie in its easy installation (plug-and-play) and diverse functionality, enabling applications such as vehicle anti-theft tracking, fleet management, financial risk control, used car inspection, and insurance monitoring. Due to its direct connection to the vehicle's ECU (Engine Control Unit), the OBD locator has become a crucial terminal device for intelligent vehicle management and the Internet of Vehicles (IoT).

The upstream provides key chips and modules, structural parts and PCB/PCBA processing for the OBD locator industry - including satellite positioning modules (GNSS, such as u-blox, Quectel, Sierra Wireless), cellular communication modules (4G/LTE, such as Quectel, Fibocom, Telit, Simcom), main control and SoC (STM, NXP, Qualcomm, etc. for T-BOX/high-end terminals), power management and storage devices (eMMC/NOR: Samsung, Micron, Winbond), as well as antennas and RF components (such as Yageo, Johanson, Murata) and other core components; the midstream is responsible for OEM/ODM manufacturers for whole-machine integration, firmware development, protocol/platform docking and certification testing; downstream users such as fleets, logistics, leasing, online car-hailing, insurance and regulatory agencies obtain data services such as positioning, vehicle condition and remote operation and maintenance through a closed loop of equipment-connection-platform-

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service.

United States market for OBD Locator 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 Locator 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 Locator 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 Locator players cover Teltonika, Spireon, Radius Telematics, Ruptela, Zebra Technologies, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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

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

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

Market Segmentation

Segmentation by Type:

Wired

Wireless

Segmentation by Application:

Commercial Vehicles

Passenger Vehicles

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

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- 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

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Spireon

Radius Telematics

Ruptela

Zebra Technologies

CalAmp

Seg Smartechs

Shenzhen Jimi IoT

Queclink Wireless Solutions

Gosuncn Technology

Boshijie Technology

Shenzhen Xinyuanrun

Shenzhen Neoway Technology

Coban Electronics

Shenzhen Vodofo

ATrack Technology

Seeworld

Key Questions Addressed in this Report

What is the 10-year outlook for the global OBD Locator market?

What factors are driving OBD Locator market growth, globally and by region?

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

How do OBD Locator market opportunities vary by end market size?

How does OBD Locator break out by Type, by Application?

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