

Global Visual RTK Receiver Market Growth 2026-2032

<https://marketpublishers.com/r/G3CE9536A33AEN.html>

Date: June 2026

Pages: 112

Price: US\$ 3,660.00 (Single User License)

ID: G3CE9536A33AEN

Abstracts

The global Visual RTK Receiver market size is predicted to grow from US\$ 892 million in 2025 to US\$ 1430 million in 2032; it is expected to grow at a CAGR of 7.1% from 2026 to 2032.

A visual RTK receiver is a high-precision positioning device that integrates visual sensors with GNSS real-time dynamic positioning technology. Through the collaborative work of a camera, inertial measurement unit, and multi-constellation satellite navigation system, it further improves stability and continuity in complex environments beyond the centimeter-level positioning of traditional RTK. It can maintain high-precision positioning in urban canyons, obstructed environments, or unmanned system operation scenarios. In 2025, global sales of visual RTK receivers were approximately 320,000 units, with an average unit price of approximately US\$2,850. The overall industry capacity utilization rate was approximately 78%. Upstream companies mainly come from the fields of satellite navigation chips, camera modules, inertial sensors, communication modules, and precision electronics manufacturing. Downstream companies are concentrated in the fields of drone manufacturers, autonomous driving equipment manufacturers, surveying equipment companies, agricultural automation equipment manufacturers, and robotics and intelligent transportation system integrators. The industry's average gross profit margin is approximately 34%. The product cost structure mainly consists of GNSS chip and communication module costs of approximately 29%, visual sensor and optical component costs of approximately 21%, electronic component and motherboard costs of approximately 18%, software algorithm and system development costs of approximately 12%, and structural component and assembly manufacturing costs of approximately [missing information]. Sales and operating expenses comprise 11%, with sales and operating expenses accounting for approximately 9%. On the demand side, the downstream demand list includes unmanned aerial vehicle (UAV) mapping systems, intelligent agricultural autonomous driving systems, engineering surveying equipment, unmanned delivery vehicles, inspection robots, and low-altitude economic flight

platforms. The downstream customer list includes UAV manufacturers, surveying and geographic information companies, agricultural equipment companies, autonomous driving system developers, smart city operators, and research institutions. On the business opportunity side, policy drivers mainly come from the development plan of the satellite navigation industry and the promotion of low-altitude economy and intelligent transportation policies. Technological innovation drivers come from the upgrading of multi-sensor fusion positioning, visual SLAM, and high-precision satellite navigation fusion algorithms. Changes in consumer demand are reflected in the rapid growth in demand for unmanned operations, safe autonomous driving, and high-precision positioning, thereby driving the continued expansion of the visual RTK receiver market.

With the increasing demand for unmanned systems and high-precision positioning, visual RTK receivers are becoming an important development direction for high-end navigation equipment. Compared with traditional RTK equipment, these products, through the fusion of vision and satellite positioning, can maintain more stable positioning capabilities in environments where satellite signals are blocked or subject to multipath interference. Therefore, their application value in autonomous driving, drone mapping, smart agriculture, and robotics is constantly increasing. In recent years, the combination of multi-constellation, multi-frequency GNSS with visual sensing technology has enabled equipment to achieve centimeter-level positioning accuracy in complex scenarios and significantly improve system reliability and continuity. At the same time, with the improvement of the BeiDou system and the advancement of high-precision positioning infrastructure construction, the demand for high-precision positioning equipment continues to expand. Industry manufacturers are also promoting product miniaturization, low power consumption, and intelligent algorithm upgrades. In the future, visual RTK receivers will gradually expand from professional mapping equipment to unmanned delivery, urban infrastructure inspection, smart logistics, and industrial automation. With the development of autonomous driving technology and the low-altitude economy, the demand for these products is expected to maintain rapid growth. Companies with core algorithms, chip integration capabilities, and system integration capabilities will gain a higher market share.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Visual RTK Receiver 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 Visual RTK Receiver.

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

Segmentation by Type:

Below 10000mAh

Equal or Above 10000mAh

Segmentation by Camera:

Mono-Camera

Stereo-Camera

Camera+LiDAR

Segmentation by Accuracy:

Centimeter-Level

Decimeter-Level

Sub-Meter-Level

Segmentation by Application:

Industrial

Agriculture

Aerospace

Construction Industry

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.

Leica

Trimble Navigation

SatLab Geosolutions

Fixposition

Chcnav

ComNav Technology

CHC Navigation

Beijing UniStrong Science & Technology

Hi-Target

Geomax(Hexagon)

Tersus GNSS

South GNSS Navigation

Guangzhou Tianyu

Farnav

Key Questions Addressed in this Report

What is the 10-year outlook for the global Visual RTK Receiver market?

What factors are driving Visual RTK Receiver market growth, globally and by region?

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

How do Visual RTK Receiver market opportunities vary by end market size?

How does Visual RTK Receiver break out by Type, by Application?

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