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Global Wireless Connectivity Chip Market Growth 2026-2032

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Abstracts

The global Wireless Connectivity Chip 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.

Wireless Connectivity Chips refer to application-specific integrated circuits (ICs) designed for IoT terminals and edge nodes, with 'wireless connectivity' as their core capability. They typically appear as single-chip SoCs, SiP module chips, or key communication chips. Under constraints of power consumption, size, and cost, they integrate wireless transceiver and protocol processing capabilities (RF transceiver, baseband/modulation/demodulation, protocol stack acceleration, etc.) with local control/computing capabilities (MCU/lightweight SoC), storage interfaces, power management, and security capabilities (hardware encryption, key management, secure boot, etc.) at the system level. This enables devices to complete data acquisition, edge processing, and reliable transmission to other devices or the cloud, supporting full lifecycle functions such as remote monitoring, control, and OTA upgrades. The key performance indicators for wireless IoT chips are not simply computing power, but rather system performance under comprehensive constraints such as connectivity coverage, link reliability, power consumption and battery life, RF performance, anti-interference capabilities, certification compliance, and security levels. It supports various wireless standards, including short-range connections (such as Wi-Fi, Bluetooth LE, Zigbee/Thread, UWB, etc.), LPWAN, and cellular IoT (such as LoRa/LoRaWAN, NB-IoT, LTE-M, etc.), to meet the diverse needs of consumer IoT and commercial/industrial IoT in terms of coverage, latency, throughput, cost, and reliability. In 2025, global Wireless Connectivity Chip production reached 5,521.83 million units, with an average price of approximately US$2.66 per unit 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 IoT Wireless Connectivity Chip vendors primarily 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 vendors holding approximately 71.0% of the market share. The leading global vendors 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 vendors continue to strengthen their advantages in multi-protocol platform-based 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 technology (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 in smart homes under the trend of 'platformization' (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 at scale with leading customers and channel systems.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Wireless Connectivity Chip 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 Wireless Connectivity Chip.

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

Segmentation by Type:

BLE

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Wi-Fi IoT

Zigbee/Thread/Matter

Cellular IoT

LoRaWAN IoT

Others

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

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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

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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 Wireless Connectivity Chip market?

What factors are driving Wireless Connectivity Chip market growth, globally and by region?

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

How do Wireless Connectivity Chip market opportunities vary by end market size?

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How does Wireless Connectivity Chip break out by Type, by Application?

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