

# **North America GNSS Chip Market Forecast to 2030 - Regional Analysis - by Device (Smartphones, Tablets, Personal Navigation Devices, In-Vehicle Systems, and Others), Application (Navigation and Location-Based Services, Mapping and Surveying, Telematics, Timing and Synchronization, and Others), and Vertical (Consumer Electronics, Automotive & Transportation, Military & Defense, Marine, and Others)**

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## **Abstracts**

The North America GNSS chip market was valued at US\$ 1,499.10 million in 2022 and is expected to reach US\$ 2,772.90 million by 2030; it is estimated to register at a CAGR of 8.0% from 2022 to 2030.

### **GNSS in UGVs and UAVs Fuels North America GNSS Chip Market**

Technological advancements in unmanned aerial vehicles (UAVs) and unmanned ground vehicles (UGVs) are taking place at a high pace. The demand for UGVs and UAVs is expected to increase in the coming years with the emergence of new technologies such as sense and avoid systems, artificial intelligence, and cloud computing. Integration of AI in UGVs and UAVs has enhanced their capabilities such as takeoff, navigation, data capture, data transmission, and data analysis without human intervention. Implementing a GNSS chip can allow UGVs and UAVs to measure precise real-time positioning information. This information plays a vital role in various applications, including surveying, search and rescue, autonomous delivery, mapping, and military combat missions. In addition, UGVs and UAVs are employed in numerous real-life applications such as payload delivery, traffic monitoring, moving objects in a

seemingly dangerous environment, and surveillance. UGVs and UAVs are not fully commercialized in all geographical regions due to stringent government regulations. However, in country such as the US users can obtain permits or licenses to operate UAVs for commercial purposes. Moreover, rising usage of UGV and UAV to track location through GNSS technology would create a trend in the North America GNSS chip market during the forecast period.

## North America GNSS Chip Market Overview

The North America GNSS chip market growth is primarily attributed to the rising volume of consumer electronics equipped with navigation and positioning features. In addition, rising demand for 4G and 5G network coverage, high-speed internet, and increasing penetration and sales of wearable devices across various global economies are the key factors projected to propel the demand for GNSS chips.

North America is anticipated to drive the North America GNSS chip market due to large enterprises, technological advancements, and strong research and development capabilities. The critical factor favoring the growth of the North America GNSS chip market in North America is the increase in technological advancements coupled with the rise in government support for the adoption of unmanned aerial vehicle (UAVs). The government also supports drone progress through new deployment, spectrum allocations, and infrastructure by following various rules and regulations (FAA). Moreover, increasing penetration of connected vehicles or autonomous vehicles will most likely drive market growth. Integration between mobile devices and cars has enormously boosted vehicle connectivity, navigation, communication, and entertainment.

Market players in the region are also launching the chips. For instance, in July 2023, Qualcomm launched two new system-on-chip (SoC) platforms, the Snapdragon W5+ and W5. These platforms are used for wearable devices such as smartwatches. Qualcomm has affirmed that it has made the platforms available to multiple companies. Its client list includes the likes of Oppo and Mobvoi.

## North America GNSS Chip Market Revenue and Forecast to 2030 (US\$ Million).

### North America GNSS Chip Market Segmentation

The North America GNSS chip market is segmented based on device , application , vertical , and country.

Based on device, the North America GNSS chip market is segmented into smartphones, tablets, personal navigation devices, in-vehicle systems, and others. The smartphones segment held the largest share in 2022.

In terms of application, the North America GNSS chip market is segmented into navigation and location-based services, mapping and surveying, telematics, timing and synchronization, and others. The navigation and location-based services segment held the largest share in 2022.

By vertical, the North America GNSS chip market is segmented into consumer electronics, automotive & transportation, military & defense, marine, and others. The consumer electronics segment held the largest share in 2022.

Based on country, the North America GNSS chip market is categorized into the US, Canada, and Mexico. The US dominated the North America GNSS chip market in 2022.

Qualcomm Inc, Broadcom Inc, Septentrio NV, Trimble Inc, Furuno Electric Co Ltd, MediaTek Inc, STMicroelectronics NV, Skyworks Solutions Inc, and u-blox Holding AG are some of the leading companies operating in the North America GNSS chip market.

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