

# **South & Central Africa 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 South & Central Africa GNSS chip market was valued at US\$ 213.95 million in 2022 and is expected to reach US\$ 314.80 million by 2030; it is estimated to register at a CAGR of 4.9% from 2022 to 2030.

### **Upsurging Need for Accuracy in Real-Time Data Fuels South & Central Africa GNSS Chip Market**

Real-time, accurate location data is crucial for various navigation and mapping applications, including ride-hailing services, delivery drones, and precise driving directions. GNSS chips enable these applications by providing real-time positioning information.

GNSS surveying technologies offer a wide range of accuracy levels and approaches to satisfy the needs of many applications. Single point positioning (SPP) offers simple location; real-time kinematic (RTK) and post-processing kinematic (PPK) offer centimeter-level precision, and Differential Positioning (DGPS) enhances accuracy.

Owing to its, lower latency, and real-time corrections, RTK stands out as the most accurate approach. High accuracy in surveying operations can be attained with the help of sophisticated data processing software, integrated sensor systems, and high-end GNSS receivers with multi-constellation and multi-frequency capabilities. Through a comprehensive understanding of the various GNSS surveying techniques and suitable equipment selection, experts can guarantee precise and dependable outcomes for their projects. Thus, the increasing demand for real-time, accurate data drives the South & Central America GNSS chip market growth. In addition, the emergence of technological advances and new applications propels the need for reliable and efficient GNSS solutions.

### South & Central Africa GNSS Chip Market Overview

SAM consists of various developing countries such as Brazil, Argentina, and the Rest of SAM. In SAM, the use of smartphones is expected to dominate the SAM consumer electronics sector due to the increasing young population. Consumer electronics in SAM is one of the fastest-growing industries as new and innovative technologies emerge. The GNSS chip market in the region is growing as several companies are investing in providing GNSS services. For instance, in January 2024, u-blox (a global provider of leading positioning and wireless communication technology and services) and Nordian (a US precision location technology company providing advanced GNSS hardware solutions and services for the South America market), announced the expanded coverage of the PointPerfect GNSS correction service to Brazil, a promising market for high-precision GNSS applications. The collaboration between u-blox and Nordian will facilitate precise positioning for a diverse range of applications, in particular high-precision agriculture, but also service robots, machinery automation, micro-mobility, and emerging automotive applications such as lane-accurate navigation and telematics.

GNSS chips are being increasingly used owing to the growth in several sectors, including Consumer Solutions, Road, Manned Aviation, Drones, Maritime, Emergency Response, Rail, Agriculture, Geomatics, and Critical Infrastructures. Thus, all the factors mentioned above are influencing the growth of the GNSS chips market in SAM.

### South & Central Africa GNSS Chip Market Revenue and Forecast to 2030 (US\$ Million)

#### South & Central Africa GNSS Chip Market Segmentation

The South & Central Africa GNSS chip market is segmented based on device, application, vertical, and country.

Based on device, the South & Central Africa 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 South & Central Africa 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 South & Central Africa 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 South & Central Africa GNSS chip market is categorized into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central Africa GNSS chip market in 2022.

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

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