

**Ultra-Wideband Market by Application (RTLS, Imaging, Communication), Positioning system (Indoor, Outdoor), Vertical (Healthcare, Automotive & Transportation, Manufacturing, Consumer Electronics, Residential, Retail), & Geography - Global Forecast to 2030**

Market Report | 2025-10-02 | 200 pages | MarketsandMarkets

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**Report description:**

The global ultra-wideband market is expected to grow from USD 8.48 billion in 2025 to USD 17.62 billion by 2030, with a CAGR of 15.8% from 2025 to 2030. The market expansion is driven by the rising demand for UWB technology in RTLS applications and the increasing adoption of the industrial Internet of Things (IoT). Furthermore, the expanding deployment of UWB technology in consumer electronics is fueling market growth. The rapid integration of ultra-wideband (UWB) technology into consumer electronics is becoming one of the key drivers for the global UWB market.

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"Low-range UWB to account for larger market share in 2030"

The low-range segment leads the global UWB market because it is widely used in consumer electronics, digital keys, smart home devices, and healthcare monitoring systems. Usually working over distances from a few centimeters up to 30 meters, low-range UWB is designed for secure, short-range communication and real-time location systems (RTLS). The main growth factor in this segment is the integration of UWB chips into smartphones, wearables, and automotive digital keys, which support precise device-to-device interactions, contactless payments, and advanced IoT functions. In healthcare, low-range UWB is increasingly used for patient monitoring, connecting medical devices, and tracking assets within hospitals. Its low power use, higher accuracy than Bluetooth or NFC, and improved security features make it very attractive for consumers and businesses. With major smartphone makers and car manufacturers adding UWB technology to their products, the low-range segment is expected to

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continue leading the market.

"Consumer electronics to capture largest share of ultra-wideband market throughout forecast period"

With the growing need for more precise location services and secure system access, the demand for UWB technology in consumer electronics is increasing. Companies such as Intel Corporation, Apple Inc., Huawei, Samsung, Xiaomi, NXP Semiconductors, and Sony Corporation, among others, are researching and investing in UWB technology. UWB is widely used in consumer electronics like TVs, PCs, laptops, and smartphones. Other home entertainment products that benefit from UWB include game consoles, MP3 players, personal digital assistants (PDAs), and personal computers. This technology enhances connectivity with fewer cables and offers higher accuracy. Therefore, consumer electronics is expected to be the largest market for UWB technology.

"China to hold largest share in Asia Pacific of ultra-wideband market in 2030"

China stands out as one of the most influential and rapidly growing markets for UWB technology in the Asia Pacific. The country's strong industrial base, swift digital transformation, and leadership in automotive manufacturing create a fertile environment for UWB adoption across various sectors. In industrial manufacturing, UWB-powered RTLS are increasingly used to track assets, improve workflows, and reduce downtime, aligning with the nation's Industry 4.0 initiatives. This technology helps enterprises increase operational efficiency and reach higher levels of automation. China also dominates the global automotive market in production and sales, offering significant opportunities for UWB-enabled short-range automotive radar systems. These systems are essential for applications like collision avoidance, ADAS, and in-vehicle monitoring, supporting China's shift toward intelligent and connected vehicles.

Extensive primary interviews were conducted with key industry experts in the ultra-wideband market to determine and verify the market size for various segments and subsegments collected through secondary research. The breakdown of primary participants for the report is shown below: The study includes insights from industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The breakdown of the primaries is as follows:

-□By Company Type: Tier 1 - 40%, Tier 2 - 35%, and Tier 3 - 25%

-□By Designation: C-level Executives - 45%, Directors - 35%, and Others - 20%

-□By Region: North America - 30%, Europe - 22%, Asia Pacific - 40%, and RoW - 8%

Note: Three tiers of companies are defined based on their total revenue as of 2024; tier 1: revenue more than or equal to USD 500 million, tier 2: revenue between USD 100 million and USD 500 million, and tier 3: revenue less than or equal to USD 100 million.

Other designations include sales and marketing executives, researchers, and members of various ultra-wideband organizations.

Qorvo, Inc. (US), Apple Inc. (US), NXP Semiconductors (Netherlands), Texas Instruments Incorporated (US), Zebra Technologies Corp. (US), Samsung (South Korea), STMicroelectronics (Switzerland), Inpixon (US), Pulse~LINK, Inc. (US), Johanson Technology (US), Microchip Technology Inc. (US), and Murata Manufacturing Co., Ltd., among others, are some key players in the UWB market.

The study includes an in-depth competitive analysis of these key players in the ultra-wideband market, with their company profiles, recent developments, and key market strategies.

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Study Coverage:

This research report categorizes the ultra-wideband market based on positioning system (indoor, outdoor), range (high-range, low-range), application (RTLS, imaging, communication, others), vertical (automotive, manufacturing, retail, residential, consumer electronics, healthcare, others), and region (North America, Europe, Asia Pacific, and RoW). The report describes the main drivers, restraints, challenges, and opportunities related to the ultra-wideband market and forecasts these trends through 2030. It also includes leadership mapping and an analysis of all the companies within the ultra-wideband ecosystem.

Key Benefits of Buying the Report

The report will assist market leaders and new entrants by providing estimates of revenue figures for the overall ultra-wideband market and its subsegments. It will also help stakeholders understand the competitive landscape and gain insights to better position their businesses and develop suitable go-to-market strategies. Additionally, the report allows stakeholders to grasp the market pulse and offers information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

-□Analysis of key drivers (growing demand for UWB technology in RTLS applications and increasing adoption of IIoT), restraints

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(high competition from substitute products and interference from other narrowband wireless systems), opportunities (new applications in wireless sensor networks and growing deployment of UWB technology in consumer electronics), and challenges (complexities in channel estimation for UWB communications), influencing the growth of the ultra-wideband market

- Product Development/Innovation: Detailed insights into upcoming technologies, research and development activities, and the latest product and service launches in the UWB market
- Market Development: Comprehensive information about lucrative markets-the report analyzes the ultra-wideband market across varied regions
- Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the ultra-wideband market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players, such as Qorvo, Inc (US), Apple Inc. (US), NXP Semiconductors (Netherlands), Texas Instruments Incorporated (US), Zebra Technologies Corp. (US), Samsung (South Korea), STMicroelectronics (Switzerland), Inpixon (US), Pulse~LINK, Inc (US), Johanson Technology (US), Microchip technology Inc. (US), and Murata Manufacturing Co., Ltd.

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