Telematics In Automotive Market Research Report - Forecast to 2023

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Description:

Global Telematics in automotive Market, by application (Vehicle Tracking, Fleet Management, Satellite Navigation), systems (Driving Assistance systems, Telematics Control Unit, GPS,), Type, vehicle type, distribution channel, region - Forecast till 2023

Market Synopsis of Telematics in Automotive Market

Telematics describes the technology used within fleet tracking to manage a vehicle or a fleet of vehicles and other assets, especially in applications such as trucking, site excavation, and construction. Automotive Telematics comprises incorporation of telecommunications, vehicular technology and data processing. The use of telematics in automobiles makes it a suitable mobile information station. Telematics provides live updates of a vehicle with high accuracy. The growth of the market is majorly driven by the increase in awareness among the public for benefits of the use of telematics in vehicles and the increase in road congestions and road accidents. Also, the increasing government support for use of telematics in vehicles and the boom in demand for wireless communication system by passengers will, further, fuel the growth of the market.

The governing bodies all across the globe are introducing new emission standards with the objective to reduce the amount of pollution caused by vehicles. The increasing sales of vehicles significantly leads to the declining air quality. Government organizations are upgrading emission standards for promoting the manufacturing and use of non-polluting green vehicles. The development and adoption of green vehicles is expected to contribute towards the reduction of greenhouse gas (GHG) levels in the atmosphere. Further, the rise in occurrences of road accidents is further expected to drive the market over the forecast period. There is an increase in the need for safety measures with the rising concerns for decreasing human casualties and vehicular damages. The increase in traffic leads to numerous issues, such as the need for effective vehicular mass transportation, disoriented transits, and traffic congestions on the road.

However, the growth of this market is expected to be restrained by the high cost of such telematics systems and the lack of technical knowledge. The entry of new players and untapped markets in developing nations are expected to be growth opportunities over the forecast period. The market is expected to expand with a CAGR of 20% over the forecast period.

Global Telematics in automotive market: Segmentation
Regional Analysis

The global telematics in automotive market has been segmented into the regions of North America, Asia Pacific, Europe and Rest of the World. Amongst these, North America region is expected to dominate the global automotive telematics system market, followed by Europe and Asia Pacific. In North America region, U.S. is the major user of automotive telematics system within the vehicle. Governments of such developed economies have introduced various regulations and policies with the objective of increasing the use of automotive telematics systems, for improving road safety. The market is further driven by the increase in adoption of advanced technology and gadgets such as mobile phones, smartphones, laptops and other related technological goods. Also, the major manufacturers are investing in new product developments by integrating new features in telematics devices for competing with the objective of retaining or increasing their market share.

Furthermore, the Asia Pacific region is projected to witness the highest growth over the forecast period owing to the increase in domestic demand for wireless communication system within the automobiles, majorly in the developing countries such as China and India. In Asia Pacific region, China dominates the telematics in automotive market, followed by Japan.

Key Players

The major player operating in the market of global telematics in automotive market are Trimble, Inc. (U.S.), Masternaut Limited (France), TomTom International B.V. (Netherlands), Telogis (U.S.), and Visteon Corporation (U.S.). Continental AG (Germany), Airbiquity, Inc. (U.S.), AT&T Inc. (U.S.), Delphi Automotive PLC (U.K.), Harman International Industries, Inc. (U.S.), Robert Bosch GmbH (Germany), Trimble Inc. (U.S.), and Verizon Communications, Inc. (U.S.) are among others.

The report for Global Telematics in automotive Market of Market Research Future covers extensive primary research accompanied with the detailed analysis of qualitative and quantitative aspects by various industry experts, key opinion leaders to gain deeper insights into the market and industry performance. The report gives a clear picture of the current market scenario, which includes the historical and forecast market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides detailed information about the strategies of the top companies in the industry. The report also gives a broad study of the different market segments and regions.
2.2.3 Assumptions
2.2.4 Limitations
2.3 Research Process
2.3.1 Primary Research
2.3.2 Secondary Research
2.4 Market size Estimation
2.5 Forecast Model

3 Market Landscape
3.1 Porter’s Five Forces Analysis
3.1.1 Threat of New Entrants
3.1.2 Bargaining power of buyers
3.1.3 Threat of substitutes
3.1.4 Segment rivalry
3.1.5 Bargaining Power of Buyers
3.2 Value Chain/Vehicle type Chain Analysis

4 Market Dynamics
4.1 Introduction
4.2 Market Drivers
4.3 Market Restraints
4.4 Market Opportunities
4.5 Market Trends

5 Global Telematics in automotive Market, By Type
5.1 Introduction
5.2 Embedded
5.2.1 Market Estimates & Forecast, 2017-2023
5.2.2 Market Estimates & Forecast by Region, 2017-2023
5.3 Integrated
5.3.1 Market Estimates & Forecast, 2017-2023
5.3.2 Market Estimates & Forecast by Region, 2017-2023
5.4 Tethered
5.4.1 Market Estimates & Forecast, 2017-2023
5.4.2 Market Estimates & Forecast by Region, 2017-2023

6 Global Telematics in automotive Market, By Application
6.1 Introduction
6.2 Vehicle Tracking
6.2.1 Market Estimates & Forecast, 2017-2023
6.2.2 Market Estimates & Forecast by Region, 2017-2023
6.3 Fleet Management
6.3.1 Market Estimates & Forecast, 2017-2023
6.3.2 Market Estimates & Forecast by Region, 2017-2023
6.4 Satellite Navigation
6.4.1 Market Estimates & Forecast, 2017-2023
6.4.2 Market Estimates & Forecast by Region, 2017-2023
6.5 Vehicle Safety Communication
6.5.1 Market Estimates & Forecast, 2017-2023
6.5.2 Market Estimates & Forecast by Region, 2017-2023
6.6 Others
6.6.1 Market Estimates & Forecast, 2017-2023
6.6.2 Market Estimates & Forecast by Region, 2017-2023

7 Global Telematics in automotive Market, By Systems
7.1 Introduction
7.2 Driving Assistance systems
7.2.1 Market Estimates & Forecast, 2017-2023
7.2.2 Market Estimates & Forecast by Region, 2017-2023
7.3 Telematics Control Unit
7.3.1 Market Estimates & Forecast, 2017-2023
7.3.2 Market Estimates & Forecast by Region, 2017-2023
7.4 Global Positioning System (GPS)
7.4.1 Market Estimates & Forecast, 2017-2023
7.4.2 Market Estimates & Forecast by Region, 2017-2023
7.5 Vehicle Tracking Systems
7.5.1 Market Estimates & Forecast, 2017-2023
7.5.2 Market Estimates & Forecast by Region, 2017-2023
7.6 Vehicular Emergency Warning systems
7.6.1 Market Estimates & Forecast, 2017-2023
7.6.2 Market Estimates & Forecast by Region, 2017-2023
7.7 Others
7.7.1 Market Estimates & Forecast, 2017-2023
7.7.2 Market Estimates & Forecast by Region, 2017-2023

8 Global Telematics in automotive Market, By Vehicle type
8.1 Introduction
8.2 Passenger Car
8.2.1 Market Estimates & Forecast, 2017-2023
8.2.2 Market Estimates & Forecast by Region, 2017-2023
8.3 Light commercial vehicles
8.3.1 Market Estimates & Forecast, 2017-2023
8.3.2 Market Estimates & Forecast by Region, 2017-2023
8.4 Heavy commercial vehicles
8.4.1 Market Estimates & Forecast, 2017-2023
8.4.2 Market Estimates & Forecast by Region, 2017-2023

9 Global Telematics in automotive Market, By Distribution channel
9.1 Introduction
9.2 OEM
9.2.1 Market Estimates & Forecast, 2017-2023
9.2.2 Market Estimates & Forecast by Region, 2017-2023
9.3 Aftermarket
9.3.1 Market Estimates & Forecast, 2017-2023
9.3.2 Market Estimates & Forecast by Region, 2017-2023

10 Global Telematics in automotive Market, By Region
10.1 Introduction
10.2 North America
10.2.1 Market Estimates & Forecast, 2017-2023
10.2.2 Market Estimates & Forecast by Type, 2017-2023
10.2.3 Market Estimates & Forecast by Application, 2017-2023
10.2.4 Market Estimates & Forecast by Systems, 2017-2023
10.2.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.2.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.2.6 U.S.
10.2.6.1 Market Estimates & Forecast, 2017-2023
10.2.6.2 Market Estimates & Forecast by Type, 2017-2023
10.2.6.3 Market Estimates & Forecast by Application, 2017-2023
10.2.6.4 Market Estimates & Forecast by Systems, 2017-2023
10.2.6.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.2.6.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.2.7 Canada
10.2.7.1 Market Estimates & Forecast, 2017-2023
10.2.7.2 Market Estimates & Forecast by Type, 2017-2023
10.2.7.3 Market Estimates & Forecast by Application, 2017-2023
10.2.7.4 Market Estimates & Forecast by Systems, 2017-2023
10.2.7.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.2.7.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.3 Europe
10.3.1 Market Estimates & Forecast, 2017-2023
10.3.2 Market Estimates & Forecast by Type, 2017-2023
10.3.3 Market Estimates & Forecast by Application, 2017-2023
10.3.4 Market Estimates & Forecast by Systems, 2017-2023
10.3.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.3.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.3.7 Spain
10.3.7.1 Market Estimates & Forecast, 2017-2023
10.3.7.2 Market Estimates & Forecast by Type, 2017-2023
10.3.7.3 Market Estimates & Forecast by Application, 2017-2023
10.3.7.4 Market Estimates & Forecast by Systems, 2017-2023
10.3.7.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.3.7.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.3.8 Germany
10.3.8.1 Market Estimates & Forecast, 2017-2023
10.3.8.2 Market Estimates & Forecast by Type, 2017-2023
10.3.8.3 Market Estimates & Forecast by Application, 2017-2023
10.3.8.4 Market Estimates & Forecast by Systems, 2017-2023
10.3.8.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.3.8.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.3.9 Rest of Europe
10.3.9.1 Market Estimates & Forecast, 2017-2023
10.3.9.2 Market Estimates & Forecast by Type, 2017-2023
10.3.9.3 Market Estimates & Forecast by Application, 2017-2023
10.3.9.4 Market Estimates & Forecast by Systems, 2017-2023
10.3.9.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.3.9.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.4 Asia Pacific
10.4.1 Market Estimates & Forecast, 2017-2023
10.4.2 Market Estimates & Forecast by Type, 2017-2023
10.4.3 Market Estimates & Forecast by Application, 2017-2023
10.4.4 Market Estimates & Forecast by Systems, 2017-2023
10.4.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.4.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.4.7 India
10.4.7.1 Market Estimates & Forecast, 2017-2023
10.4.7.2 Market Estimates & Forecast by Type, 2017-2023
10.4.7.3 Market Estimates & Forecast by Application, 2017-2023
10.4.7.4 Market Estimates & Forecast by Systems, 2017-2023
10.4.7.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.4.7.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.4.8 Rest of Asia Pacific
10.4.8.1 Market Estimates & Forecast, 2017-2023
10.4.8.2 Market Estimates & Forecast by Type, 2017-2023
10.4.8.3 Market Estimates & Forecast by Application, 2017-2023
10.4.8.4 Market Estimates & Forecast by Systems, 2017-2023
10.4.8.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.4.8.6 Market Estimates & Forecast by Distribution channel, 2017-2023
10.5 Rest of the World
10.5.1 Market Estimates & Forecast, 2017-2023
10.5.2 Market Estimates & Forecast by Type, 2017-2023
10.5.3 Market Estimates & Forecast by Application, 2017-2023
10.5.4 Market Estimates & Forecast by Systems, 2017-2023
10.5.5 Market Estimates & Forecast by Vehicle type, 2017-2023
10.5.6 Market Estimates & Forecast by Distribution channel, 2017-2023

11 Competitive Landscape

12 Company Profile
12.1 Trimble, Inc. (U.S.)
12.1.1 Company Overview
12.1.2 Products/Services Vehicle type
12.1.3 Financial Overview
12.1.4 Key Developments
12.1.5 Strategy
12.1.6 SWOT Analysis
12.2 Masternaut Limited (France)
12.2.1 Company Overview
12.2.2 Products/Services Vehicle type
12.2.3 Financial Overview
12.2.4 Key Developments
12.2.5 Strategy
12.2.6 SWOT Analysis
12.3 TomTom International B.V. (Netherlands)
12.3.1 Company Overview
12.3.2 Products/Services Vehicle type
12.3.3 Financial Overview
12.3.4 Key Developments
12.3.5 Strategy
12.3.6 SWOT Analysis
12.4 Telogis (U.S.)
12.4.1 Company Overview
List of Tables
Table 1 Global Telematics in automotive Market: By Region, 2017-2023
Table 2 North America Telematics in automotive Market: By Country, 2017-2023
Table 3 Europe Telematics in automotive Market: By Country, 2017-2023
Table 4 Asia Pacific Telematics in automotive Market: By Country, 2017-2023
Table 5 RoW Telematics in automotive Market: By Country, 2017-2023
Table 6 Global Telematics in automotive Market, By Type, By Regions, 2017-2023
Table 7 North America Telematics in automotive Market, By Type, By Country, 2017-2023
Table 8 Europe Telematics in automotive Market, By Type, By Country, 2017-2023
Table 9 Asia Pacific Telematics in automotive Market by Type, By Country, 2017-2023
Table 10 RoW Telematics in automotive Market by Type, By Country, 2017-2023
Table 11 Telematics in automotive Market by Systems Market: By Regions, 2017-2023
Table 12 North America Telematics in automotive Market by Application: By Country, 2017-2023
Table 13 Europe Telematics in automotive Market by Application: By Country, 2017-2023
Table 14 Asia Pacific Telematics in automotive Market by Application: By Country, 2017-2023
Table 15 RoW Telematics in automotive Market by Application: By Country, 2017-2023
Table 16 Telematics in automotive Market by Distribution channel Market: By Regions, 2017-2023
Table 17 North America Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 18 Europe Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 19 Asia Pacific Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 20 RoW Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 21 Telematics in automotive Market by Distribution channel Market: By Regions, 2017-2023
Table 22 North America Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 23 Europe Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 24 Asia Pacific Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 25 RoW Telematics in automotive Market by Distribution channel: By Country, 2017-2023
Table 26 Global Telematics in automotive Market: By Region, 2017-2023
FIGURE 23 Asia Pacific Telematics in automotive Market BY Country, 2015-2023 (USD MILLION)
FIGURE 24 Rest of the World Telematics in automotive Market Share (%), 2016
FIGURE 25 Rest of the World Telematics in automotive Market BY Country, 2015-2023 (USD MILLION)