

# **Automotive Telematics Market by Channel (OEM and Aftermarket), Vehicle Type (Commercial Vehicle, Passenger Car, and Two-Wheeler), Application (Fleet/Asset Management, Navigation & Location-Based System, Infotainment System, Insurance Telematic, Safety & Security, V2X, and Others), and Connectivity Solution (Embedded, Integrated Smartphones, and Tethered): Global Opportunity Analysis and Industry Forecast, 2019-2026**

<https://marketpublishers.com/r/A77F0EB61A38EN.html>

Date: October 2019

Pages: 365

Price: US\$ 4,296.00 (Single User License)

ID: A77F0EB61A38EN

## **Abstracts**

Automotive Telematics Market by Channel (OEM and Aftermarket), Vehicle Type (Commercial Vehicle, Passenger Car, and Two-Wheeler), Application (Fleet/Asset Management, Navigation & Location-Based System, Infotainment System, Insurance Telematic, Safety & Security, V2X and Others), and Connectivity Solution (Embedded, Integrated Smartphones, and Tethered): Global Opportunity Analysis and Industry Forecast, 2019–2026

In automotive technology, satellite-based positioning technologies are used to connect telematics solutions via wireless connectivity that enables audio or visual data and drivers to various in-vehicle telematics applications. The automotive telematics market has witnessed a significant growth over the years, owing to increase in trend of connectivity solutions worldwide.

A telematics system offers multiple features such as driver's emergencies such as roadside assistance, airbag, navigation, vehicle security notification, stolen vehicle tracking services, and others. Hardware in telematics control unit consists of infamous

“black box” module that integrates a phone, GPS receiver, digital signal processor and microphone for voice recognition. It also gathers diagnostic information from sensors.

The automotive telematics market is segmented on the basis of channel type, vehicle type, connectivity solutions, application, and region. By channel type, it is bifurcated into OEM and aftermarket. By vehicle type, it is categorized into passenger, commercial vehicles, and two-wheeler. By application, it is classified into fleet/asset management, navigation & location-based system, infotainment system, insurance telematics, safety & security, V2X, others. By connectivity solution, it is divided into embedded, integrated smartphones, and tethered. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key players in the report include Masternaut Limited, TomTom Telematics B.V, Trimble Inc., Omnitrac, VERIZON, I.D.Systems, Inc., Airbiquity Inc., Harman International Industries, Inc., MiX Telematics, Teletrac Navman, and CARTRACK.

## KEY BENEFITS FOR STAKEHOLDERS

This study presents the analytical depiction of the autonomous telematics market along with the current trends and future estimations to depict the imminent investment pockets.

The overall market potential is determined to understand the profitable trends to enable stakeholders gain a stronger foothold in the market.

The report presents information related to key drivers, restraints, and opportunities with detailed impact analysis.

The current market is quantitatively analyzed from 2018 to 2026 to highlight the financial competency of the market.

Porter's five forces analysis illustrates the potency of the buyers and suppliers.

## KEY MARKET SEGMENTS

By Channel Type

OEM

Aftermarket

## By Vehicle Type

Commercial Vehicle

Passenger Car

Two-Wheeler

## By Application

Fleet/Asset management

Navigation & location-based system

Infotainment system

Insurance telematic

Safety & security

V2X

Others

## By Connectivity Solution

Embedded

Integrated smartphones

Tethered

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Cartrack

Masternaut Limited

Mix Telematics

Omnitracs

TomTom telematics BV

Trimble Inc.

Verizon Connect

HARMAN International

I.D. Systems

Telectrac Navman

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