

Car Sharing Telematics Market By Service (Automatic Crash Notification, Emergency, Navigation, Assistance & Access, Diagnostics, Fleet Management, Billing, Others) , By Business Model (Subscription-based Model, Pay-Per-Use-Model, Corporate Fleet Management, Partnerships with OEMs, Others) By Form (Embedded, Tethered, Integrated) By Component (GPS Receiver, Accelerometer, Engine Interface, Sim Card, Software, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Car Sharing Telematics Market

The car sharing telematics market was valued at \$259.3 million in 2023 and is projected to reach \$872.8 million by 2033, growing at a CAGR of 13.2% from 2024 to 2033.

Car sharing telematics is an innovative technology used by fleet managers to track different variables of vehicles such as their location, fuel quantity, and battery levels for electric cars. The technology assimilates the attributes of global positioning system (GPS), telecommunications, and diagnostic sensors to monitor & regulate vehicles remotely. Telematics aids the fleet managers in reducing expenses, enhancing vehicle efficiency, and contributing toward sustainability.

With increasing popularity of car sharing services, the fleet owners strive to enhance

the experience of users. This is a major factor boosting the adoption of car sharing telematics technology. In addition, the technology helps in enhancing the safety features of vehicles through predictive risk management, thereby driving the growth of the market. To facilitate data sharing & handling and accelerate real-time connectivity, the assimilation of cloud computing technologies with telematics is an emerging trend in the market. This assimilation automates the routine tasks for vehicles and generates customized alerts & notifications in case of discrepancies.

However, the threat of data breaches is a major restraint for the growth of the car sharing telematics market. According to SecurityWeek—a provider of cybersecurity news and information—in 2022, a group of 7 security researchers detected several weaknesses in the telematics application programming interface of some giant car manufacturers, including Ford, Porsche, Rolls Royce, BMW, and Ferrari. Contrarily, innovative technologies such as AI

Segment Review

The car sharing telematics market is segmented into service, business model, form, component, and region. On the basis of service, the market is divided into automatic crash notification, emergency, navigation, assistance & access, diagnostics, fleet management, billing, and others. Depending on business model, the market is classified into subscription-based model, pay-per-use-model, corporate fleet management, partnerships with OEMs, and others. As per form, it is categorized into embedded, tethered, and integrated. According to component, the market is segmented into GPS receiver, accelerometer, engine interface, sim card, software, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of service, the fleet management segment dominated the market in 2023.

Depending on business model, the subscription-based model segment was the highest shareholder in 2023.

As per form, the embedded segment acquired a high stake in the market in 2023.

According to component, the GPS receiver segment held a high share in the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global car sharing telematics market include Cal/Amp, Geotab Inc., Invers GmbH, Octali Group Spa, Ridecell Inc., Samsara Inc., Verizon, Vullog, Mobility Tech Green, Targa Telematic, Openfleet, WeGoli BV, Fleester, MoC Sharing, and Convadis AG. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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Investment Opportunities

New Product Development/ Product Matrix of Key Players

Market share analysis of players at global/region/country level

Key Market Segments

By Service

Automatic Crash Notification

Emergency

Navigation

Assistance Access

Diagnostics

Fleet Management

Billing

Others

By Business Model

Subscription-based Model

Pay-Per-Use-Model

Corporate Fleet Management

Partnerships with OEMs

Others

By Form

Embedded

Tethered

Integrated

By Component

GPS Receiver

Accelerometer

Engine Interface

Sim Card

Software

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Cal/Amp

Geotab Inc.

Invers GmbH

Oct%li%Group Spa

Ridecell Inc.

Samsara Inc.

Verizon

Vulog

Mobility Tech Green

Targa Telematic

Openfleet

WeG%li%BV

Fleester

MoC Sharing

Convadis AG

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: PLASMA WELDING MARKET, BY PRODUCT TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Product Type
- 4.2. Manual
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Mechanized
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: PLASMA WELDING MARKET, BY DISTRIBUTION CHANNEL

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Distribution Channel
- 5.2. Online
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. offline
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: PLASMA WELDING MARKET, BY END USER

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By End User
- 6.2. Machinery Equipment
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Aerospace Defense
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Automotive
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. Others
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region

6.5.3. Market Share Analysis, By Country

CHAPTER 7: PLASMA WELDING MARKET, BY REGION

7.1. Market Overview

7.1.1 Market Size and Forecast, By Region

7.2. North America

7.2.1. Key Market Trends and Opportunities

7.2.2. Market Size and Forecast, By Product Type

7.2.3. Market Size and Forecast, By Distribution Channel

7.2.4. Market Size and Forecast, By End User

7.2.5. Market Size and Forecast, By Country

7.2.6. U.S. Plasma Welding Market

7.2.6.1. Market Size and Forecast, By Product Type

7.2.6.2. Market Size and Forecast, By Distribution Channel

7.2.6.3. Market Size and Forecast, By End User

7.2.7. Canada Plasma Welding Market

7.2.7.1. Market Size and Forecast, By Product Type

7.2.7.2. Market Size and Forecast, By Distribution Channel

7.2.7.3. Market Size and Forecast, By End User

7.2.8. Mexico Plasma Welding Market

7.2.8.1. Market Size and Forecast, By Product Type

7.2.8.2. Market Size and Forecast, By Distribution Channel

7.2.8.3. Market Size and Forecast, By End User

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Product Type

7.3.3. Market Size and Forecast, By Distribution Channel

7.3.4. Market Size and Forecast, By End User

7.3.5. Market Size and Forecast, By Country

7.3.6. UK Plasma Welding Market

7.3.6.1. Market Size and Forecast, By Product Type

7.3.6.2. Market Size and Forecast, By Distribution Channel

7.3.6.3. Market Size and Forecast, By End User

7.3.7. Germany Plasma Welding Market

7.3.7.1. Market Size and Forecast, By Product Type

7.3.7.2. Market Size and Forecast, By Distribution Channel

7.3.7.3. Market Size and Forecast, By End User

7.3.8. France Plasma Welding Market

- 7.3.8.1. Market Size and Forecast, By Product Type
- 7.3.8.2. Market Size and Forecast, By Distribution Channel
- 7.3.8.3. Market Size and Forecast, By End User
- 7.3.9. Italy Plasma Welding Market
 - 7.3.9.1. Market Size and Forecast, By Product Type
 - 7.3.9.2. Market Size and Forecast, By Distribution Channel
 - 7.3.9.3. Market Size and Forecast, By End User
- 7.3.10. Rest of Europe Plasma Welding Market
 - 7.3.10.1. Market Size and Forecast, By Product Type
 - 7.3.10.2. Market Size and Forecast, By Distribution Channel
 - 7.3.10.3. Market Size and Forecast, By End User
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Product Type
 - 7.4.3. Market Size and Forecast, By Distribution Channel
 - 7.4.4. Market Size and Forecast, By End User
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. China Plasma Welding Market
 - 7.4.6.1. Market Size and Forecast, By Product Type
 - 7.4.6.2. Market Size and Forecast, By Distribution Channel
 - 7.4.6.3. Market Size and Forecast, By End User
 - 7.4.7. Japan Plasma Welding Market
 - 7.4.7.1. Market Size and Forecast, By Product Type
 - 7.4.7.2. Market Size and Forecast, By Distribution Channel
 - 7.4.7.3. Market Size and Forecast, By End User
 - 7.4.8. India Plasma Welding Market
 - 7.4.8.1. Market Size and Forecast, By Product Type
 - 7.4.8.2. Market Size and Forecast, By Distribution Channel
 - 7.4.8.3. Market Size and Forecast, By End User
 - 7.4.9. South Korea Plasma Welding Market
 - 7.4.9.1. Market Size and Forecast, By Product Type
 - 7.4.9.2. Market Size and Forecast, By Distribution Channel
 - 7.4.9.3. Market Size and Forecast, By End User
 - 7.4.10. Australia Plasma Welding Market
 - 7.4.10.1. Market Size and Forecast, By Product Type
 - 7.4.10.2. Market Size and Forecast, By Distribution Channel
 - 7.4.10.3. Market Size and Forecast, By End User
 - 7.4.11. Rest of Asia-Pacific Plasma Welding Market
 - 7.4.11.1. Market Size and Forecast, By Product Type

7.4.11.2. Market Size and Forecast, By Distribution Channel

7.4.11.3. Market Size and Forecast, By End User

7.5. Latin America

7.5.1. Key Market Trends and Opportunities

7.5.2. Market Size and Forecast, By Product Type

7.5.3. Market Size and Forecast, By Distribution Channel

7.5.4. Market Size and Forecast, By End User

7.5.5. Market Size and Forecast, By Country

7.5.6. Brazil Plasma Welding Market

7.5.6.1. Market Size and Forecast, By Product Type

7.5.6.2. Market Size and Forecast, By Distribution Channel

7.5.6.3. Market Size and Forecast, By End User

7.5.7. Argentina Plasma Welding Market

7.5.7.1. Market Size and Forecast, By Product Type

7.5.7.2. Market Size and Forecast, By Distribution Channel

7.5.7.3. Market Size and Forecast, By End User

7.5.8. Chile Plasma Welding Market

7.5.8.1. Market Size and Forecast, By Product Type

7.5.8.2. Market Size and Forecast, By Distribution Channel

7.5.8.3. Market Size and Forecast, By End User

7.5.9. REST of Latin America Plasma Welding Market

7.5.9.1. Market Size and Forecast, By Product Type

7.5.9.2. Market Size and Forecast, By Distribution Channel

7.5.9.3. Market Size and Forecast, By End User

7.6. Middle East And Africa

7.6.1. Key Market Trends and Opportunities

7.6.2. Market Size and Forecast, By Product Type

7.6.3. Market Size and Forecast, By Distribution Channel

7.6.4. Market Size and Forecast, By End User

7.6.5. Market Size and Forecast, By Country

7.6.6. Saudi Arabia Plasma Welding Market

7.6.6.1. Market Size and Forecast, By Product Type

7.6.6.2. Market Size and Forecast, By Distribution Channel

7.6.6.3. Market Size and Forecast, By End User

7.6.7. UAE Plasma Welding Market

7.6.7.1. Market Size and Forecast, By Product Type

7.6.7.2. Market Size and Forecast, By Distribution Channel

7.6.7.3. Market Size and Forecast, By End User

7.6.8. Nigeria Plasma Welding Market

- 7.6.8.1. Market Size and Forecast, By Product Type
- 7.6.8.2. Market Size and Forecast, By Distribution Channel
- 7.6.8.3. Market Size and Forecast, By End User
- 7.6.9. South Africa Plasma Welding Market
 - 7.6.9.1. Market Size and Forecast, By Product Type
 - 7.6.9.2. Market Size and Forecast, By Distribution Channel
 - 7.6.9.3. Market Size and Forecast, By End User
- 7.6.10. Rest of Middle East And Africa Plasma Welding Market
 - 7.6.10.1. Market Size and Forecast, By Product Type
 - 7.6.10.2. Market Size and Forecast, By Distribution Channel
 - 7.6.10.3. Market Size and Forecast, By End User

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Air Liquide
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. Banner Welder, Inc.
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments

9.3. Carl Cloos Schweisstechnik GmbH.

- 9.3.1. Company Overview
- 9.3.2. Key Executives
- 9.3.3. Company Snapshot
- 9.3.4. Operating Business Segments
- 9.3.5. Product Portfolio
- 9.3.6. Business Performance
- 9.3.7. Key Strategic Moves and Developments

9.4. DAIHEN Corporation

- 9.4.1. Company Overview
- 9.4.2. Key Executives
- 9.4.3. Company Snapshot
- 9.4.4. Operating Business Segments
- 9.4.5. Product Portfolio
- 9.4.6. Business Performance
- 9.4.7. Key Strategic Moves and Developments

9.5. Fronius International GmbH

- 9.5.1. Company Overview
- 9.5.2. Key Executives
- 9.5.3. Company Snapshot
- 9.5.4. Operating Business Segments
- 9.5.5. Product Portfolio
- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments

9.6. Illinois Tools Works Inc

- 9.6.1. Company Overview
- 9.6.2. Key Executives
- 9.6.3. Company Snapshot
- 9.6.4. Operating Business Segments
- 9.6.5. Product Portfolio
- 9.6.6. Business Performance
- 9.6.7. Key Strategic Moves and Developments

9.7. Panasonic Corporation

- 9.7.1. Company Overview
- 9.7.2. Key Executives
- 9.7.3. Company Snapshot
- 9.7.4. Operating Business Segments
- 9.7.5. Product Portfolio
- 9.7.6. Business Performance

9.7.7. Key Strategic Moves and Developments

9.8. Technocrats Plasma Systems Private Limited

9.8.1. Company Overview

9.8.2. Key Executives

9.8.3. Company Snapshot

9.8.4. Operating Business Segments

9.8.5. Product Portfolio

9.8.6. Business Performance

9.8.7. Key Strategic Moves and Developments

9.9. Voestalpine B?Hler Welding Automation Gmbh

9.9.1. Company Overview

9.9.2. Key Executives

9.9.3. Company Snapshot

9.9.4. Operating Business Segments

9.9.5. Product Portfolio

9.9.6. Business Performance

9.9.7. Key Strategic Moves and Developments

9.10. Miller Electric

9.10.1. Company Overview

9.10.2. Key Executives

9.10.3. Company Snapshot

9.10.4. Operating Business Segments

9.10.5. Product Portfolio

9.10.6. Business Performance

9.10.7. Key Strategic Moves and Developments

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