

Commercial Telematics Market by Type (Automotive OEM, After Market) and Application (Fleet/Asset Management, Navigation and location based, Infotainment, Insurance Telematics, V2v and V2i, Telehealth, Remote Alarm & Monitoring, Design & Consulting, Integration & Deployment, Maintenance & Training) - Global Opportunity Analysis and Industry Forecast, 2013 - 2020

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Abstracts

Telematics are information and telecommunication products that combine computers and telecommunication services for transferring large amounts of data in vehicles in real-time. Commercial telematics market includes the telematics used by light, medium and heavy commercial vehicles. All major automotive manufacturers across the globe are now concentrating on developing and implementing the Telematics concept into their vehicles. Vehicles manufactured today offer unique connectivity solutions for better monitoring and tracking.

The global commercial telematics market is driven by increased market penetration of smart phones, lowered connectivity cost, availability of high speed internet technologies such as LTE, greater governmental mandate in terms of safety compliance mandates, road infrastructure constraints, and driver monitoring etc.

Based on type of Telematics, the market is segmented into Automotive Original Equipment Manufacturers (OEM) and Aftermarket. Currently, Aftermarket has relatively high market share compared to Automotive OEM. However, vehicle manufacturing companies forming collaborations with telematics providers would lead to high growth of Automotive OEM segment.

Based on Applications, Telematics market is segmented into Solutions and Services.

Solutions include fleet/asset management, infotainment, tele health, insurance telematics, vehicle-to-vehicle (v2v)/ vehicle to infrastructure (v2i), remote alarm and others. Services include design & consulting, deployment & integration and maintenance & training.

Further, Telematics market is segmented based on End User i.e. transportation & logistics, healthcare, insurance, media and entertainment, vehicle manufacturers/dealers, and government agencies. Telematics provides integrated route planning, route execution, driver behavior tracking, and vehicle status with its comprehensive set of services.

Geographically, the market is segmented into, North America, Europe, Asia Pacific and LAMEA. In the years to come, Asia-Pacific should be a prominent market, owing to the rapidly growing number of automobiles sold in the region. The increase in sales is primarily driven by the increasing population, and rising disposal income. LAMEA is also growing with a good pace because of increasing government regulations for the safety & security of drivers and vehicles.

Technology agreements and collaborations are the key strategies adopted by the market players to enhance their market share. For instance, AT&T is working with automotive manufacturers to provide contextual voice controls, which would help to create a safer driving experience. TomTom has launched the online turn-by-turn navigation service for customers, making it feasible to connect over a network.

Key Benefits

Current and future trends adopted by the key market players are highlighted to determine overall competitiveness of the market

Porters Five Forces analysis and SWOT analysis of the key market players are provided to illustrate the business strategies adopted by buyers and suppliers

The technology-effective drivers and opportunities are highlighted to describe the top factors responsible for the market growth

Various operating segments of the commercial telematics market are carefully analyzed to measure the potential of the emerging market

The quantitative analysis of the market through 2013-2020 is provided to elaborate the market potential

KEY SEGMENTS

MARKET BY TYPE

AUTOMOTIVE OEM

Embedded

Hybrid

AFTER MARKET

Embedded

Portable

MARKET BY APPLICATION

SOLUTIONS

Fleet/Asset Management

Navigation and location based

Infotainment

Insurance Telematics

V2v and V2i

Tele-health

Remote Alarm & Monitoring

SERVICES

Design & Consulting

Integration & Deployment

Maintenance & Training

MARKET BY END USER

Transportation and Logistics

Insurance

Healthcare

Media & Entertainment

Vehicle manufacturers/dealers

Government agencies

MARKET BY GEOGRAPHY

North America

Europe

APAC

LAMEA

KEY PLAYERS

Verizon

Harman

TomTom

AT&T

Vodafone Group Plc

Ford Motors Co

BMW

Telefonica

MiX Telematics

Trimble Navigation Limited

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