

Consumer Telematics Market by Type (OEM, After Market) and Application (Fleet/Asset Management, Navigation and location based, Infotainment, Insurance Telematics, V2v and V2i, Tele-health, Remote Alarm & Monitoring, Services) - Global Opportunity Analysis and Industry Forecast, 2013 - 2020

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Abstracts

Consumer telematics are communication technologies and services enabling transfer of large amounts of data in and out of passenger vehicles in real-time. This provides consumers in-vehicle services, global positioning System (GPS) navigation, traffic information, local search (for example, for petrol pumps / gas stations or restaurants) and concierge services. Passenger cars manufactured today offer unique connectivity solutions for better monitoring and tracking. The market is driven by amplified market penetration of smart phones, supportive governmental regulations which call for higher safety and security measures, growing demand for superior driving experience, lowered connectivity cost, and high speed internet technologies such as Long-Term Evolution (LTE).

The Global Consumer Telematics market, is expected to grow during the forecast period, i.e. 2014-2020, with a CAGR of 33.7%. Consumer telematics includes passenger cars. Technology agreements and collaborations are the key strategies adopted by the market players to enhance their market share. Based on type of telematics, the market is segmented into Automotive Original Equipment Manufacturers (OEM) and Aftermarket. The traditional automotive OEM emphasizes on traffic safety while aftermarket highlights media, entertainment and other personalized services. Currently, Aftermarket has a relatively high market share as compared to Automotive OEM. Vehicle manufacturing companies, in alliance with telematics providers can lead

to high growth of Automotive OEM segment.

Based on Applications, consumer 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, etc. Services include design & consulting, deployment & integration and maintenance & training.

Further, consumer telematics market is segmented, based on End User i.e. Car (owned and rental based), Healthcare, Insurance, Media & entertainment, Vehicle manufacturers/dealers, Government agencies, etc.

Geographically, the market is segmented into, North America, Europe, Asia Pacific and LAMEA. In the years to come, Asia-Pacific is expected to grow as a prominent automobile market in future, which would fuel the market for consumer telematics in the region. The increase in sales is largely driven by the increasing population and rising disposal income. LAMEA is forecasted to grow at a good pace, because of increasing government regulations for vehicle as well as driver safety & security.

Global-Consumer-Telematics-Market-Sidebar

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 consumer 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

MARKET SEGMENTATION

The market is segmented on the basis of type, application, end-user and geography.

MARKET BY TYPE

Consumer Telematics Market by Type (OEM, After Market) and Application (Fleet/Asset Management, Navigation and...

AUTOMOTIVE OEM SERVICES

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

Car(owned and rental based)

Insurance

Healthcare

Media & Entertainment

Vehicle manufacturers/dealers

Government agencies

MARKET BY GEOGRAPHY

North America

Europe

Asia Pacific

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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