

Southeast Asia Automotive OEM Telematics Market by Solution (Telematics Insurance, Fleet/Vehicle Management, Telematics Maintenance, Location Information Services, Infotainment, In Car Marketing, Smart Contracts, and Others), Channel (OEM and Direct Sales), and Vehicle Type (HCV, MCV, LCV/Vans, Bus, Taxis or Ride Hailing, and Others): Southeast Asia Opportunity Analysis and Industry Forecast, 2020–2025

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Abstracts

Automotive telematics is a communication technology designed for the automobile industry and is based on the data transmitted and generated from automobiles through wireless networks. It is the amalgamation of location technology, in-vehicle electronics, and wireless communications, leading the automobile industry into hi-tech transformation. Data is either produced in the vehicle and gets transmitted back to the base station/backend office systems or the backend office pushes data, such as weather forecasts, stock updates, and maps, to the vehicle-installed telematics device. This transmission of data takes place either via the unit fitted in the vehicle itself or through the cell phone. The exchange of data and location tracking for the automobile takes place through a network of satellite systems and cellular towers.

The flourishing transport & logistics sector in Southeast Asian countries and increasing use of cloud-based technology for automotive telematics solution are expected to drive the automotive OEM telematics market growth over the forecast period. However, high costs associated with automotive telematics and the threat of vehicle hacking are anticipated to hamper the growth of the market during the forecast period. Moreover,

smart transportation system and rising demand for connected vehicles are expected to offer lucrative opportunities for the market in future.

The Southeast Asia automotive OEM telematics market is segmented into solution, channel, vehicle type, and country. Based on solution, it is further divided into telematics insurance, fleet/vehicle management, telematics maintenance, location information services, infotainment, in car marketing, smart contracts, and others. Based on channel, the market is bifurcated into OEM and direct sales. The direct sales segment is further categorized into logistics, public transport, ride hailing/taxi, and others. Depending on vehicle type, it is fragmented into HCV, MCV, LCV/vans, bus, taxis or ride hailing, and others. Country-wise, the market is analyzed across the Philippines, Vietnam, Thailand, and Indonesia.

KEY BENEFITS FOR STAKEHOLDERS

This study presents the analytical depiction of the Southeast Asia automotive OEM telematics market analysis along with the current trends and future estimations to depict imminent investment pockets.

The overall Southeast Asia automotive OEM telematics market opportunity is determined by understanding profitable trends to gain a stronger foothold.

The report presents information related to the key drivers, restraints, and opportunities of the Southeast Asia automotive OEM telematics market with a detailed impact analysis.

The current Southeast Asia automotive OEM telematics market is quantitatively analyzed from 2020 to 2025 to benchmark the financial competency.

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

KEY MARKET SEGMENTS

By Solution

- Telematics Insurance
- Fleet/Vehicle Management
- Telematics Maintenance
- Location Information Services
- Infotainment
- In Car Marketing
- Smart Contracts
- Others

By Channel

- OEM
- Direct Sales
 - Logistics
 - Public Transport
 - Ride Hailing/Taxi
 - Others

By Vehicle Type

- HCV
- MCV

LCV/Vans

Bus

Taxis or Ride Hailing

Others

By Country

Philippines

Vietnam

Thailand

Indonesia

KEY PLAYERS

AT&T Inc.

Robert Bosch GmbH

Continental AG

Harman International

LG Electronics Inc.

Texas Instruments Incorporated

UD Trucks Corp.

Valeo

Verizon Communications Inc.

Webfleet Solutions B.V.

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