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Vehicle Analytics Market by Application (Dealer Performance Analysis, Driver & User Behavior Analysis, Predictive Maintenance, Safety & Security Management, Traffic Management, and Usage-based Insurance), Deployment (On-premise and Cloud), and End User (Original Equipment Manufacturers (OEMs), Insurers, Automotive Dealers, Regulatory Bodies, and Fleet Owners): Global Opportunity Analysis and Industry Forecast, 2020–2027

https://marketpublishers.com/r/V23520A2F1C2EN.html
Date: April 2021
Pages: 258
Price: US$ 5,769.00 (Single User License)
ID: V23520A2F1C2EN

Abstracts

Vehicle analytics is the methodical computational analysis of statistics or data generated from the vehicle and utilized by OEMs, fleet owners, and others to attain operational efficiency. Real-time vehicle data generated from vehicle analytics technology is focused on driving behavior analysis and vehicle health for improvement in the areas of product R&D along with consumer experience analysis and improved marketing campaigns to attain business opportunities. In vehicle analytics, vehicle analytics software and services have been considered under the scope of the research.

This report analyses the vehicle analytics market on the basis of application, deployment, and end user. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. This report further outlines current trends, key driving factors, and key areas of investment. In addition, the report features the strategies adopted by key market players to maintain their foothold in the market. Furthermore, it highlights the competitive landscape of the key market players to increase their market share and sustain intense competition in the industry.

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ARI Fleet Management Company, Continental AG, Genetec Inc., Inquiron Limited, Inseego Corp., International Business Machines Corporation, Microsoft Corporation, Samsung Electronics Co., Ltd., SAP SE, and Teletrac are some of the leading key players operating in the vehicle analytics market.

KEY BENEFITS FOR STAKEHOLDERS

This study presents analytical depiction of the global vehicle analytics 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 to gain a stronger foothold in the market.

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

The current market is quantitatively analyzed from 2019 to 2027 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 Application

Dealer Performance Analysis

Driver & User Behavior Analysis

Predictive Maintenance

Safety & Security Management

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- Traffic Management
- Usage-based Insurance

By Deployment

- On-premise
- Cloud

By End User

- Original Equipment Manufacturers (OEMs)
- Insurers
- Automotive Dealers
- Regulatory Bodies
- Fleet Owners

By Region

- North America
  - U.S.
  - Canada
  - Mexico
- Europe
  - Germany

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- UK
- France
- Italy
- Rest of Europe

Asia-Pacific

- China
- India
- Japan
- South Korea
- Rest of Asia-Pacific

LAMEA

- Latin America
- Middle East
- Africa

KEY PLAYERS

- ARI Fleet Management Company
- Continental AG
- Genetec Inc.
- Inquiron Limited

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Inseego Corp.

International Business Machines Corporation

Microsoft Corporation

Samsung Electronics Co., Ltd.

SAP SE

Teletrac

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