

Global Market for Automotive Data Monetization

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Abstracts

The report provides an overview of the automotive data monetization market, covering key segments such as offering, deployment, application, end user and region. It examines direct and indirect monetization, cloud and on-premises deployment, and applications such as fleet management, predictive maintenance and usage-based insurance. The study also covers emerging technologies, patent activity, competitive strategies and profiles of leading companies. Regional market trends are analyzed using 2025 as the base year, with forecasts through 2031.

Report Scope

The market for automotive data monetization report encompasses key market segments, including offering, deployment, application, end user, and by region.

Based on the offering, the market consists of indirect monetization and direct monetization.

By deployment, the market comprises cloud and on-premises.

By application, the market is segmented into fleet management and optimization, predictive maintenance, usage-based insurance, and other applications (in-vehicle advertising and commerce, smart city, and infrastructure planning).

By end user, the market is segmented into fleet operators and mobility providers, automotive OEMs, insurance companies, and other end users (tier-1 suppliers, government, and infrastructure agencies).

By region, the market comprises North America, Europe, Asia-Pacific, and the rest of the World. For each region, the market is analyzed into offering, deployment, application, end user, and country.

The study includes company profiles for top companies with company snapshots, overviews, product portfolios, financial parameters, and recent developments. The report also analyzes emerging technologies, patent analysis, and the competitive landscape for top companies and their key strategies.

The report uses tables and figures to illustrate historical, current, and future market scenarios. In this report, 2025 is considered the base year, 2026 is an estimated year, and market values are projected through 2031. All market values are nominal and in \$ millions.

Report Includes

Analysis of the automotive data monetization market, including current market size and future growth potential

Market size estimates for 2025 (base year) and forecasts for the period 2026 through 2031

Detailed segmentation of the market by offering, deployment, application and end-user

Analysis of key market drivers, restraints, and opportunities influencing market growth

Insights into industry trends, emerging technologies, patent analysis and developments in automotive data monetization

Analysis of regional markets, including North America, Europe, Asia-Pacific and Rest of the World

Competitive landscape analysis, including market share, ranking, product mapping analysis and strategic developments of key players

Profiles of leading and emerging companies, including their product portfolios, financials, and recent developments

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INRIX Inc.

Motorq Inc.

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Abbreviations

Company Profiles

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AUTODATA LTD.

CARUSO

CEREBRUMX

HERE

HIGH MOBILITY

INRIX

MOBITO

MOTORQ INC.

SMARTCAR

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