

Global GPS Tracking Device Market Size study & Forecast, by Technology (Standalone Tracker, OBD Device, Advance Tracker) by Type (Data Loggers, Data Pushers, Data Pullers), by Application (Automotive, Aerospace & Defense, Healthcare, Transportation, Others) and Regional Analysis, 2023-2030

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Abstracts

Global GPS Tracking Device Market is valued approximately at USD XXX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. A GPS tracking device is a compact electronic device that uses the Global Positioning System (GPS) to determine and record precise location of an object or person. It can be attached to vehicles, assets, or even individuals and it uses satellite signals to transmit real-time location data to a central server or a user's device. GPS tracking devices are commonly used for vehicle tracking, fleet management, asset tracking, personal tracking, and security purposes. They can provide accurate location information, speed, direction, and other relevant data, allowing users to monitor and track the movements of the device or person being tracked. The key factor driving the market growth is rising demand for commercial vehicles, increasing demand for compact size and durable GPS tracking devices, and growing popularity of cloud computing and IoT is anticipated to support the market growth during forecast period.

Moreover, the rising demand for commercial vehicles is supporting the growth of the GPS tracking device market by creating a greater need for effective fleet management and vehicle tracking solutions. Commercial vehicles, such as trucks and delivery vans, are extensively used in logistics, transportation, and other industries. GPS tracking devices enable businesses to monitor and track their commercial vehicles in real-time,

providing valuable information on vehicle location, route optimization, fuel consumption, driver behavior, and maintenance scheduling. This helps companies improve operational efficiency, reduce fuel costs, enhance driver safety, and optimize overall fleet performance. Thus, the rising demand for commercial vehicles is supporting the market growth. According to Statista, in 2014 the sales of commercial vehicles in China were 3.79 million units and in 2021 the number reached 4.79 million units. Additionally, development of real-time monitoring features and growing advancements and upgradation of software used in GPS tracking devices is anticipated to create a lucrative opportunity for the market during the forecast period. However, the impact of nonstandard products leads to poor user experience, which stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global GPS Tracking Device Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the market in 2022 owing to the growing automotive industry, rising number of commercial vehicles manufacturing companies, and rising technological advancement in product development in the region. Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising adoption of IoT devices, growing digitalization, rising number of commercial vehicles, growing number of online taxi services, and growing automotive industry in the region.

Major market players included in this report are:

CalAmp Corp. (US)

Orbcomm Inc. (US)

Sierra Wireless, Inc. (Canada)

Shenzhen Concox Information Technology Co., Ltd. (China)

Queclink Wireless Solutions Co., Ltd. (China)

TomTom International BV (Netherlands)

Teltonika UAB (Lithuania)

ATrack Technology Inc. (Taiwan)

Ruptela (Lithuania)

Sensata Technologies, Inc. (US)

Recent Developments in the Market:

In Jan. 2022, The AL300 LTE-M waterproof tracker from ATrack Technologies Inc. was made released. It features IP67 waterproof and dustproof functions and is specifically made for heavy machinery or transportation equipment that needs to be tracked for a prolonged period of time outdoors, such as trailers, scooters, and agricultural and construction heavy machinery.

Global GPS Tracking Device Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Technology, Type, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology:

Standalone Tracker

OBD Device

Advance Tracker

By Type:

Data Loggers

Data Pushers

Data Pullers

By Application:

Automotive

Aerospace & Defense

Healthcare

Transportation

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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