

Global Tracking As A Service Market Size Study & Forecast, by Deployment and End User and Regional Forecasts 2025-2035

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Abstracts

The Global Tracking As A Service Market is valued at approximately USD 2.25 billion in 2024 and is projected to grow at an exceptional CAGR of 18.90% over the forecast period 2025–2035. Tracking as a Service (TaaS), as a cloud-driven paradigm, has rapidly matured into a transformative force, empowering enterprises to monitor, manage, and optimize assets and operations in real-time across geographies. Leveraging the convergence of Internet of Things (IoT), GPS technologies, and advanced analytics, TaaS enables granular visibility over logistics, equipment, vehicles, and even personnel. Organizations are increasingly embedding this technology within their digital DNA to drive decision-making, ensure regulatory compliance, and enhance overall supply chain resilience.

Rising operational complexities, coupled with growing customer expectations for visibility and transparency, have sparked a surging demand for robust tracking solutions delivered as scalable, flexible services. Particularly within sectors like e-commerce, healthcare, retail, and logistics, real-time tracking has transitioned from a competitive advantage to a business necessity. Moreover, the shift towards cloud-based infrastructure and the proliferation of connected devices have dramatically lowered entry barriers for small and mid-sized enterprises to adopt TaaS platforms. The promise of reduced capital expenditure, enhanced automation, predictive insights, and centralized monitoring is driving this paradigm shift from traditional tracking hardware to comprehensive, service-oriented ecosystems.

From a regional perspective, North America stands at the forefront of market adoption, fueled by tech-savvy industries, regulatory compliance pressures, and widespread cloud migration. The presence of major players and advanced 5G infrastructure further

amplifies the uptake of TaaS in the region. Meanwhile, Asia Pacific is expected to experience the fastest growth rate, spurred by massive e-commerce expansion, booming urban logistics, and increasing investments in smart city initiatives. Countries like China and India are leveraging TaaS to combat supply chain inefficiencies and theft, while governments promote digital infrastructure and smart asset tracking mandates. Europe, on the other hand, is steadily embracing TaaS in manufacturing, automotive, and healthcare to meet stringent carbon footprint monitoring and safety regulations.

Major market player included in this report are:

Oracle Corporation

SAP SE

IBM Corporation

Verizon Communications Inc.

Trimble Inc.

Zebra Technologies Corporation

Sensitech Inc.

Geotab Inc.

AT&T Inc.

CalAmp Corp.

Intel Corporation

HERE Technologies

Huawei Technologies Co., Ltd.

Bosch.IO GmbH

Siemens AG

Global Tracking As A Service Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

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

Customization Scope - Free report customization (equivalent up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Deployment:

On Cloud

On-premise

By End User:

Retail

Manufacturing

E-commerce

Transportation and Logistics

Healthcare

Other End-user Industries

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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