

# Global Fleet Dash Cam Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/G97D71EE3157EN.html>

Date: February 2026

Pages: 144

Price: US\$ 2,980.00 (Single User License)

ID: G97D71EE3157EN

## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Fleet Dash Cam competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. In 2024, global production of fleet dashboard cameras reached 9.62 million units, with an average selling price of US\$143 per unit. Fleet dashboard cameras are "driving recorder + safety AI" devices installed on trucks, urban delivery/courier vehicles, buses, etc. They typically consist of a front-facing camera (viewing the road) or binocular/trino (front + in-vehicle/side/rear) cameras, GPS/inertial navigation, 4G/5G cellular modules, and a cloud platform. Their main functions are to reduce accidents and claims, driver compliance and training, theft/cargo damage tracking, fuel consumption and carbon emission driving behavior management, and to link with fleet management/work order/ELD systems. The upstream sector includes image sensors and lenses, AI/codec SoCs, cellular and GNSS modules, storage and power supplies, and automotive-grade wiring harnesses; the downstream sector consists of OEMs. The industry's gross profit margin ranges from 15% to 30%. The fleet dashboard camera market is shifting from "cameras" to "video telemetry SaaS platforms," with future emphasis on accident prevention, claims evidence collection, driver compliance and training, and integration with dispatch/fuel consumption/maintenance systems. Regionally, North America prioritizes safety and compliance, with deep cooperation with insurance companies becoming the norm; Europe emphasizes privacy and data governance, driven by urban safety regulations; the Asia-Pacific region relies on e-commerce and urban logistics expansion, succeeding through local integration and rapid installation; and emerging regions focus on risk reduction and visualized management. Technological trends include more edge AI and event reporting (saving data and providing fast response), multi-sensor fusion (multi-camera footage from inside and outside the vehicle, radar/tire

pressure/OBD data displayed side-by-side), HDR and night vision enhancement, two-way voice and 5G backhaul, and privacy protection and edge encryption "enabled by default."

The global Fleet Dash Cam market size was estimated at USD 1376.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Fleet Dash Cam market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Fleet Dash Cam market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Fleet Dash Cam market.

## **Global Fleet Dash Cam Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can

significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Verizon Connect

Lytx

Matrack Inc.

Wheel Witness

Thinkware

SureCam

Azuga

Motive

Samsara

Nextbase

Titan GPS

Blackvue

### **Market Segmentation (by Type)**

Single-facing

Dual-facing

### **Market Segmentation (by Application)**

Light Commercial Vehicle

Heavy Commercial Vehicle

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Fleet Dash Cam Market  
Overview of the regional outlook of the Fleet Dash Cam Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Fleet Dash Cam Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Fleet Dash Cam, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players,

along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Fleet Dash Cam
- 1.2 Key Market Segments
  - 1.2.1 Fleet Dash Cam Segment by Type
  - 1.2.2 Fleet Dash Cam Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 FLEET DASH CAM MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Fleet Dash Cam Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Fleet Dash Cam Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 FLEET DASH CAM MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Fleet Dash Cam Product Life Cycle
- 3.3 Global Fleet Dash Cam Sales by Manufacturers (2020-2025)
- 3.4 Global Fleet Dash Cam Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Fleet Dash Cam Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Fleet Dash Cam Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Fleet Dash Cam Market Competitive Situation and Trends
  - 3.8.1 Fleet Dash Cam Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Fleet Dash Cam Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 FLEET DASH CAM INDUSTRY CHAIN ANALYSIS**

- 4.1 Fleet Dash Cam Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF FLEET DASH CAM MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Fleet Dash Cam Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Fleet Dash Cam Market
- 5.7 ESG Ratings of Leading Companies

## **6 FLEET DASH CAM MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Fleet Dash Cam Sales Market Share by Type (2020-2025)
- 6.3 Global Fleet Dash Cam Market Size by Type (2020-2025)
- 6.4 Global Fleet Dash Cam Price by Type (2020-2025)

## **7 FLEET DASH CAM MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Fleet Dash Cam Market Sales by Application (2020-2025)
- 7.3 Global Fleet Dash Cam Market Size (M USD) by Application (2020-2025)

## 7.4 Global Fleet Dash Cam Sales Growth Rate by Application (2020-2025)

# **8 FLEET DASH CAM MARKET SALES BY REGION**

## 8.1 Global Fleet Dash Cam Sales by Region

### 8.1.1 Global Fleet Dash Cam Sales by Region

### 8.1.2 Global Fleet Dash Cam Sales Market Share by Region

## 8.2 Global Fleet Dash Cam Market Size by Region

### 8.2.1 Global Fleet Dash Cam Market Size by Region

### 8.2.2 Global Fleet Dash Cam Market Size by Region

## 8.3 North America

### 8.3.1 North America Fleet Dash Cam Sales by Country

### 8.3.2 North America Fleet Dash Cam Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Fleet Dash Cam Sales by Country

### 8.4.2 Europe Fleet Dash Cam Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Spain Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Fleet Dash Cam Sales by Region

### 8.5.2 Asia Pacific Fleet Dash Cam Market Size by Region

### 8.5.3 China Market Overview

### 8.5.4 Japan Market Overview

### 8.5.5 South Korea Market Overview

### 8.5.6 India Market Overview

### 8.5.7 Southeast Asia Market Overview

## 8.6 South America

### 8.6.1 South America Fleet Dash Cam Sales by Country

### 8.6.2 South America Fleet Dash Cam Market Size by Country

### 8.6.3 Brazil Market Overview

### 8.6.4 Argentina Market Overview

### 8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Fleet Dash Cam Sales by Region
- 8.7.2 Middle East and Africa Fleet Dash Cam Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 FLEET DASH CAM MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Fleet Dash Cam by Region(2020-2025)
- 9.2 Global Fleet Dash Cam Revenue Market Share by Region (2020-2025)
- 9.3 Global Fleet Dash Cam Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Fleet Dash Cam Production
  - 9.4.1 North America Fleet Dash Cam Production Growth Rate (2020-2025)
  - 9.4.2 North America Fleet Dash Cam Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Fleet Dash Cam Production
  - 9.5.1 Europe Fleet Dash Cam Production Growth Rate (2020-2025)
  - 9.5.2 Europe Fleet Dash Cam Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Fleet Dash Cam Production (2020-2025)
  - 9.6.1 Japan Fleet Dash Cam Production Growth Rate (2020-2025)
  - 9.6.2 Japan Fleet Dash Cam Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Fleet Dash Cam Production (2020-2025)
  - 9.7.1 China Fleet Dash Cam Production Growth Rate (2020-2025)
  - 9.7.2 China Fleet Dash Cam Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Verizon Connect
  - 10.1.1 Verizon Connect Basic Information
  - 10.1.2 Verizon Connect Fleet Dash Cam Product Overview
  - 10.1.3 Verizon Connect Fleet Dash Cam Product Market Performance
  - 10.1.4 Verizon Connect Business Overview
  - 10.1.5 Verizon Connect SWOT Analysis
  - 10.1.6 Verizon Connect Recent Developments

## 10.2 Lytx

10.2.1 Lytx Basic Information

10.2.2 Lytx Fleet Dash Cam Product Overview

10.2.3 Lytx Fleet Dash Cam Product Market Performance

10.2.4 Lytx Business Overview

10.2.5 Lytx SWOT Analysis

10.2.6 Lytx Recent Developments

## 10.3 Matrack Inc.

10.3.1 Matrack Inc. Basic Information

10.3.2 Matrack Inc. Fleet Dash Cam Product Overview

10.3.3 Matrack Inc. Fleet Dash Cam Product Market Performance

10.3.4 Matrack Inc. Business Overview

10.3.5 Matrack Inc. SWOT Analysis

10.3.6 Matrack Inc. Recent Developments

## 10.4 Wheel Witness

10.4.1 Wheel Witness Basic Information

10.4.2 Wheel Witness Fleet Dash Cam Product Overview

10.4.3 Wheel Witness Fleet Dash Cam Product Market Performance

10.4.4 Wheel Witness Business Overview

10.4.5 Wheel Witness Recent Developments

## 10.5 Thinkware

10.5.1 Thinkware Basic Information

10.5.2 Thinkware Fleet Dash Cam Product Overview

10.5.3 Thinkware Fleet Dash Cam Product Market Performance

10.5.4 Thinkware Business Overview

10.5.5 Thinkware Recent Developments

## 10.6 SureCam

10.6.1 SureCam Basic Information

10.6.2 SureCam Fleet Dash Cam Product Overview

10.6.3 SureCam Fleet Dash Cam Product Market Performance

10.6.4 SureCam Business Overview

10.6.5 SureCam Recent Developments

## 10.7 Azuga

10.7.1 Azuga Basic Information

10.7.2 Azuga Fleet Dash Cam Product Overview

10.7.3 Azuga Fleet Dash Cam Product Market Performance

10.7.4 Azuga Business Overview

10.7.5 Azuga Recent Developments

## 10.8 Motive

- 10.8.1 Motive Basic Information
- 10.8.2 Motive Fleet Dash Cam Product Overview
- 10.8.3 Motive Fleet Dash Cam Product Market Performance
- 10.8.4 Motive Business Overview
- 10.8.5 Motive Recent Developments
- 10.9 Samsara
  - 10.9.1 Samsara Basic Information
  - 10.9.2 Samsara Fleet Dash Cam Product Overview
  - 10.9.3 Samsara Fleet Dash Cam Product Market Performance
  - 10.9.4 Samsara Business Overview
  - 10.9.5 Samsara Recent Developments
- 10.10 Nextbase
  - 10.10.1 Nextbase Basic Information
  - 10.10.2 Nextbase Fleet Dash Cam Product Overview
  - 10.10.3 Nextbase Fleet Dash Cam Product Market Performance
  - 10.10.4 Nextbase Business Overview
  - 10.10.5 Nextbase Recent Developments
- 10.11 Titan GPS
  - 10.11.1 Titan GPS Basic Information
  - 10.11.2 Titan GPS Fleet Dash Cam Product Overview
  - 10.11.3 Titan GPS Fleet Dash Cam Product Market Performance
  - 10.11.4 Titan GPS Business Overview
  - 10.11.5 Titan GPS Recent Developments
- 10.12 Blackvue
  - 10.12.1 Blackvue Basic Information
  - 10.12.2 Blackvue Fleet Dash Cam Product Overview
  - 10.12.3 Blackvue Fleet Dash Cam Product Market Performance
  - 10.12.4 Blackvue Business Overview
  - 10.12.5 Blackvue Recent Developments

## **11 FLEET DASH CAM MARKET FORECAST BY REGION**

- 11.1 Global Fleet Dash Cam Market Size Forecast
- 11.2 Global Fleet Dash Cam Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Fleet Dash Cam Market Size Forecast by Country
  - 11.2.3 Asia Pacific Fleet Dash Cam Market Size Forecast by Region
  - 11.2.4 South America Fleet Dash Cam Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Fleet Dash Cam by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

### 12.1 Global Fleet Dash Cam Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Fleet Dash Cam by Type (2026-2035)

12.1.2 Global Fleet Dash Cam Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Fleet Dash Cam by Type (2026-2035)

### 12.2 Global Fleet Dash Cam Market Forecast by Application (2026-2035)

12.2.1 Global Fleet Dash Cam Sales (K Units) Forecast by Application

12.2.2 Global Fleet Dash Cam Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Fleet Dash Cam Market Size by Type (M USD)
- Table 4. Global Fleet Dash Cam Market Size by Application
- Table 5. Fleet Dash Cam Market Size Comparison by Region (M USD)
- Table 6. Global Fleet Dash Cam Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Fleet Dash Cam Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Fleet Dash Cam Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Fleet Dash Cam Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Fleet Dash Cam as of 2025)
- Table 11. Global Market Fleet Dash Cam Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Fleet Dash Cam Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Fleet Dash Cam Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Fleet Dash Cam Sales by Type (K Units)
- Table 27. Global Fleet Dash Cam Market Size by Type (M USD)
- Table 28. Global Fleet Dash Cam Sales (K Units) by Type (2020-2025)
- Table 29. Global Fleet Dash Cam Sales Market Share by Type (2020-2025)
- Table 30. Global Fleet Dash Cam Market Size (M USD) by Type (2020-2025)
- Table 31. Global Fleet Dash Cam Market Share by Type (2020-2025)

- Table 32. Global Fleet Dash Cam Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Fleet Dash Cam Sales (K Units) by Application
- Table 34. Global Fleet Dash Cam Market Size by Application
- Table 35. Global Fleet Dash Cam Sales by Application (2020-2025) & (K Units)
- Table 36. Global Fleet Dash Cam Sales Market Share by Application (2020-2025)
- Table 37. Global Fleet Dash Cam Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Fleet Dash Cam Market Share by Application (2020-2025)
- Table 39. Global Fleet Dash Cam Sales Growth Rate by Application (2020-2025)
- Table 40. Global Fleet Dash Cam Sales by Region (2020-2025) & (K Units)
- Table 41. Global Fleet Dash Cam Sales Market Share by Region (2020-2025)
- Table 42. Global Fleet Dash Cam Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Fleet Dash Cam Market Size by Region (2020-2025)
- Table 44. North America Fleet Dash Cam Sales by Country (2020-2025) & (K Units)
- Table 45. North America Fleet Dash Cam Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Fleet Dash Cam Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Fleet Dash Cam Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Fleet Dash Cam Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Fleet Dash Cam Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Fleet Dash Cam Sales by Country (2020-2025) & (K Units)
- Table 51. South America Fleet Dash Cam Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Fleet Dash Cam Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Fleet Dash Cam Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Fleet Dash Cam Production (K Units) by Region(2020-2025)
- Table 55. Global Fleet Dash Cam Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Fleet Dash Cam Revenue Market Share by Region (2020-2025)
- Table 57. Global Fleet Dash Cam Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Fleet Dash Cam Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Fleet Dash Cam Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Fleet Dash Cam Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Fleet Dash Cam Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 62. Verizon Connect Basic Information
- Table 63. Verizon Connect Fleet Dash Cam Product Overview
- Table 64. Verizon Connect Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Verizon Connect Business Overview
- Table 66. Verizon Connect SWOT Analysis
- Table 67. Verizon Connect Recent Developments
- Table 68. Lytx Basic Information
- Table 69. Lytx Fleet Dash Cam Product Overview
- Table 70. Lytx Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Lytx Business Overview
- Table 72. Lytx SWOT Analysis
- Table 73. Lytx Recent Developments
- Table 74. Matrack Inc. Basic Information
- Table 75. Matrack Inc. Fleet Dash Cam Product Overview
- Table 76. Matrack Inc. Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Matrack Inc. Business Overview
- Table 78. Matrack Inc. SWOT Analysis
- Table 79. Matrack Inc. Recent Developments
- Table 80. Wheel Witness Basic Information
- Table 81. Wheel Witness Fleet Dash Cam Product Overview
- Table 82. Wheel Witness Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Wheel Witness Business Overview
- Table 84. Wheel Witness Recent Developments
- Table 85. Thinkware Basic Information
- Table 86. Thinkware Fleet Dash Cam Product Overview
- Table 87. Thinkware Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Thinkware Business Overview
- Table 89. Thinkware Recent Developments
- Table 90. SureCam Basic Information
- Table 91. SureCam Fleet Dash Cam Product Overview
- Table 92. SureCam Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. SureCam Business Overview
- Table 94. SureCam Recent Developments

- Table 95. Azuga Basic Information
- Table 96. Azuga Fleet Dash Cam Product Overview
- Table 97. Azuga Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Azuga Business Overview
- Table 99. Azuga Recent Developments
- Table 100. Motive Basic Information
- Table 101. Motive Fleet Dash Cam Product Overview
- Table 102. Motive Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Motive Business Overview
- Table 104. Motive Recent Developments
- Table 105. Samsara Basic Information
- Table 106. Samsara Fleet Dash Cam Product Overview
- Table 107. Samsara Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Samsara Business Overview
- Table 109. Samsara Recent Developments
- Table 110. Nextbase Basic Information
- Table 111. Nextbase Fleet Dash Cam Product Overview
- Table 112. Nextbase Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Nextbase Business Overview
- Table 114. Nextbase Recent Developments
- Table 115. Titan GPS Basic Information
- Table 116. Titan GPS Fleet Dash Cam Product Overview
- Table 117. Titan GPS Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Titan GPS Business Overview
- Table 119. Titan GPS Recent Developments
- Table 120. Blackvue Basic Information
- Table 121. Blackvue Fleet Dash Cam Product Overview
- Table 122. Blackvue Fleet Dash Cam Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Blackvue Business Overview
- Table 124. Blackvue Recent Developments
- Table 125. Global Fleet Dash Cam Sales Forecast by Region (2026-2035) & (K Units)
- Table 126. Global Fleet Dash Cam Market Size Forecast by Region (2026-2035) & (M USD)

Table 127. North America Fleet Dash Cam Sales Forecast by Country (2026-2035) & (K Units)

Table 128. North America Fleet Dash Cam Market Size Forecast by Country (2026-2035) & (M USD)

Table 129. Europe Fleet Dash Cam Sales Forecast by Country (2026-2035) & (K Units)

Table 130. Europe Fleet Dash Cam Market Size Forecast by Country (2026-2035) & (M USD)

Table 131. Asia Pacific Fleet Dash Cam Sales Forecast by Region (2026-2035) & (K Units)

Table 132. Asia Pacific Fleet Dash Cam Market Size Forecast by Region (2026-2035) & (M USD)

Table 133. South America Fleet Dash Cam Sales Forecast by Country (2026-2035) & (K Units)

Table 134. South America Fleet Dash Cam Market Size Forecast by Country (2026-2035) & (M USD)

Table 135. Middle East and Africa Fleet Dash Cam Sales Forecast by Country (2026-2035) & (Units)

Table 136. Middle East and Africa Fleet Dash Cam Market Size Forecast by Country (2026-2035) & (M USD)

Table 137. Global Fleet Dash Cam Sales Forecast by Type (2026-2035) & (K Units)

Table 138. Global Fleet Dash Cam Market Size Forecast by Type (2026-2035) & (M USD)

Table 139. Global Fleet Dash Cam Price Forecast by Type (2026-2035) & (USD/Unit)

Table 140. Global Fleet Dash Cam Sales (K Units) Forecast by Application (2026-2035)

Table 141. Global Fleet Dash Cam Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Fleet Dash Cam
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Fleet Dash Cam Market Size (M USD), 2025-2035
- Figure 5. Global Fleet Dash Cam Market Size (M USD) (2020-2035)
- Figure 6. Global Fleet Dash Cam Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Fleet Dash Cam Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Fleet Dash Cam Product Life Cycle
- Figure 13. Fleet Dash Cam Sales Share by Manufacturers in 2025
- Figure 14. Global Fleet Dash Cam Revenue Share by Manufacturers in 2025
- Figure 15. Fleet Dash Cam Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Fleet Dash Cam Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Fleet Dash Cam Revenue in 2025
- Figure 18. Industry Chain Map of Fleet Dash Cam
- Figure 19. Global Fleet Dash Cam Market PEST Analysis
- Figure 20. Global Fleet Dash Cam Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Fleet Dash Cam Market Share by Type
- Figure 27. Sales Market Share of Fleet Dash Cam by Type (2020-2025)
- Figure 28. Sales Market Share of Fleet Dash Cam by Type in 2025
- Figure 29. Market Share of Fleet Dash Cam by Type (2020-2025)
- Figure 30. Market Share of Fleet Dash Cam by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Fleet Dash Cam Market Share by Application

- Figure 33. Global Fleet Dash Cam Sales Market Share by Application (2020-2025)
- Figure 34. Global Fleet Dash Cam Sales Market Share by Application in 2025
- Figure 35. Global Fleet Dash Cam Market Share by Application (2020-2025)
- Figure 36. Global Fleet Dash Cam Market Share by Application in 2025
- Figure 37. Global Fleet Dash Cam Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Fleet Dash Cam Sales Market Share by Region (2020-2025)
- Figure 39. Global Fleet Dash Cam Market Size by Region (2020-2025)
- Figure 40. North America Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Fleet Dash Cam Sales Market Share by Country in 2024
- Figure 43. North America Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Fleet Dash Cam Market Size by Country in 2024
- Figure 45. U.S. Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Fleet Dash Cam Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Fleet Dash Cam Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Fleet Dash Cam Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Fleet Dash Cam Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Fleet Dash Cam Sales Market Share by Country in 2024
- Figure 53. Europe Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Fleet Dash Cam Market Size by Country in 2024
- Figure 55. Germany Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 65. Asia Pacific Fleet Dash Cam Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Fleet Dash Cam Sales Market Share by Region in 2024

Figure 67. Asia Pacific Fleet Dash Cam Market Size by Region in 2024

Figure 68. China Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Fleet Dash Cam Sales and Growth Rate (K Units)

Figure 79. South America Fleet Dash Cam Sales Market Share by Country in 2024

Figure 80. South America Fleet Dash Cam Market Size and Growth Rate (M USD)

Figure 81. South America Fleet Dash Cam Market Size by Country in 2024

Figure 82. Brazil Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Fleet Dash Cam Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Fleet Dash Cam Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Fleet Dash Cam Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Fleet Dash Cam Market Size by Region in 2024

Figure 92. Saudi Arabia Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Fleet Dash Cam Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Fleet Dash Cam Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Fleet Dash Cam Production Market Share by Region (2020-2025)

Figure 103. North America Fleet Dash Cam Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Fleet Dash Cam Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Fleet Dash Cam Production (K Units) Growth Rate (2020-2025)

Figure 106. China Fleet Dash Cam Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Fleet Dash Cam Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Fleet Dash Cam Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Fleet Dash Cam Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Fleet Dash Cam Market Share Forecast by Type (2026-2035)

Figure 111. Global Fleet Dash Cam Sales Forecast by Application (2026-2035)

Figure 112. Global Fleet Dash Cam Market Share Forecast by Application (2026-2035)

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