

# Global GPS Fleet Tracker Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global GPS Fleet Tracker market size was valued at USD 482.2 million in 2023 and is forecast to a readjusted size of USD 793.1 million by 2030 with a CAGR of 7.4% during review period.

A GPS fleet tracker is a device that uses Global Positioning System (GPS) technology to monitor and track the real-time location of vehicles within a fleet. These trackers are commonly used in commercial and logistics operations to optimize fleet management, improve efficiency, enhance security, and monitor vehicle and driver activities. The technology allows fleet managers to have a comprehensive view of their entire fleet's movements, enabling better decision-making and operational control.

**Rising Adoption of Telematics Solutions:** The broader adoption of telematics solutions, including GPS fleet trackers, was expected to continue as businesses recognized the value of real-time monitoring, data analytics, and actionable insights for fleet management.

**Expanding Use in Small and Medium-sized Enterprises (SMEs):** The adoption of GPS fleet trackers was anticipated to grow among small and medium-sized enterprises seeking cost-effective solutions to optimize fleet operations, improve safety, and comply with regulations.

**Enhanced Security Features:** With a focus on preventing theft and improving asset security, GPS fleet tracker solutions were likely to include advanced security features. Real-time tracking capabilities, geofencing, and anti-tamper features could become more sophisticated.

The Global Info Research report includes an overview of the development of the GPS Fleet Tracker industry chain, the market status of Transportation (Standalone Tracker, Integrated Tracker), Car Rental (Standalone Tracker, Integrated Tracker), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of GPS Fleet Tracker.

Regionally, the report analyzes the GPS Fleet Tracker markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global GPS Fleet Tracker market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the GPS Fleet Tracker market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the GPS Fleet Tracker industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Standalone Tracker, Integrated Tracker).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the GPS Fleet Tracker market.

**Regional Analysis:** The report involves examining the GPS Fleet Tracker market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the GPS Fleet Tracker market. This may include estimating market growth rates, predicting market demand, and identifying emerging

trends.

The report also involves a more granular approach to GPS Fleet Tracker:

**Company Analysis:** Report covers individual GPS Fleet Tracker manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards GPS Fleet Tracker. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Transportation, Car Rental).

**Technology Analysis:** Report covers specific technologies relevant to GPS Fleet Tracker. It assesses the current state, advancements, and potential future developments in GPS Fleet Tracker areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the GPS Fleet Tracker market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

GPS Fleet Tracker market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Standalone Tracker

Integrated Tracker

## Market segment by Application

Transportation

Car Rental

Others

## Major players covered

Verizon Connect

CalAmp

Queclink Wireless Solutions

Teltonika

Meitrack

Orbcomm

Eelink

Arknava

Ruptela

MiX Telematics

Rhino Fleet Tracking

Wireless Links

Track Your Truck

Digital Matter

Optimus Tracker

TKSTAR

Capturs

Linxup

Fleet Complete

Samsara

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe GPS Fleet Tracker product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of GPS Fleet Tracker, with price, sales, revenue and global market share of GPS Fleet Tracker from 2019 to 2024.

Chapter 3, the GPS Fleet Tracker competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the GPS Fleet Tracker breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and GPS Fleet Tracker market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of GPS Fleet Tracker.

Chapter 14 and 15, to describe GPS Fleet Tracker sales channel, distributors, customers, research findings and conclusion.

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