

Global Vehicle Breakdown Cover Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vehicle Breakdown Cover market size is expected to reach \$ 59109 million by 2032, rising at a market growth of 7.6% CAGR during the forecast period (2026-2032).

Vehicle Breakdown Cover (also called breakdown assistance or roadside assistance) is a type of insurance or service plan that provides support when the vehicle suffers a mechanical or electrical failure, or gets involved in a non-accident-related issue that leaves it immobile. It is designed to minimize inconvenience, reduce repair costs, and get client and vehicle to a safe location.

Vehicle breakdown cover, also known as roadside assistance or automotive emergency services, represents a critical segment of the automotive aftermarket and insurance ecosystem. This market encompasses services that provide emergency assistance, towing, minor repairs, and recovery for disabled vehicles. The global market is characterized by high penetration in developed regions, evolving business models from traditional membership clubs to integrated mobility solutions, and increasing technological integration. Growth is driven by rising vehicle parc, aging vehicle fleets, and the integration of telematics and connected car technologies.

This report studies the global Vehicle Breakdown Cover demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vehicle Breakdown Cover, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Vehicle Breakdown Cover that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Vehicle Breakdown Cover total market, 2021-2032, (USD Million)

Global Vehicle Breakdown Cover total market by region & country, CAGR, 2021-2032,

(USD Million)

U.S. VS China: Vehicle Breakdown Cover total market, key domestic companies, and share, (USD Million)

Global Vehicle Breakdown Cover revenue by player, revenue and market share 2021-2026, (USD Million)

Global Vehicle Breakdown Cover total market by Type, CAGR, 2021-2032, (USD Million)

Global Vehicle Breakdown Cover total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Vehicle Breakdown Cover market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include AA, RAC, Start Rescue, Greenflag, Direct Line, Churchill, AXA, LV=, Aviva, Admiral, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Vehicle Breakdown Cover market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Vehicle Breakdown Cover Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vehicle Breakdown Cover Market, Segmentation by Type:

At-home Breakdown Cover

Personal Breakdown Cover

Fleet Breakdown Cover

Global Vehicle Breakdown Cover Market, Segmentation by Service Provider:

Automobile Associations/Clubs

Insurance Companies

Automotive OEMs & Dealerships

Independent Service Providers

Telematics & Connected Car Services

Global Vehicle Breakdown Cover Market, Segmentation by Vehicle Type:

Passenger Vehicles

Commercial Fleets

Motorcycles & Recreational Vehicles

Electric Vehicles

Global Vehicle Breakdown Cover Market, Segmentation by Application:

Personal Use

Commercial Use

Companies Profiled:

AA

RAC

Start Rescue

Greenflag

Direct Line

Churchill

AXA

LV=

Aviva

Admiral

National Breakdown

Saga

Rescuemycar

AutoAid

Hastings Direct

CoverMy

ASDA Money

Dynamo

Sterling

Performance Direct Rescue

NFU Mutual

Smart-Cover

NCI Insurance

ERS Insurance

A-Plan Rescue

ETA Insurance

Coplus

Flux Rescue

insurePink

Allianz

24|7 Home Rescue

Britannia Rescue

Key Questions Answered

1. How big is the global Vehicle Breakdown Cover market?
2. What is the demand of the global Vehicle Breakdown Cover market?
3. What is the year over year growth of the global Vehicle Breakdown Cover market?
4. What is the total value of the global Vehicle Breakdown Cover market?
5. Who are the Major Players in the global Vehicle Breakdown Cover market?
6. What are the growth factors driving the market demand?

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