

# **GPS Tracking Device Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034**

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## **Abstracts**

The Global GPS Tracking Device Market reached USD 3.7 billion in 2024 and is projected to grow at a CAGR of 14.1% from 2025 to 2034. Market expansion is driven by the rising adoption of e-commerce and delivery services, increased usage in healthcare, and higher returns on investment. Consumers' growing dependence on online shopping has forced businesses to enhance fulfillment speed and efficiency. As a result, e-commerce companies and major retailers are integrating GPS tracking devices to streamline fleet management, optimize delivery routes, and improve user experience while cutting transportation costs.

In healthcare, GPS tracking is gaining traction for ambulance dispatch tracking, medical supply distribution, and theft prevention. Theft of medical supplies has become a significant concern, prompting companies to adopt GPS-enabled anti-theft measures. Real-time tracking enables constant monitoring and provides valuable data for recovery in case of theft.

The transportation and logistics sector is another key adopter, investing in GPS tracking for real-time fleet monitoring, route optimization, and improved customer communication. Businesses benefit from reduced safety incidents, lower fuel costs, and enhanced routing, leading to increased operational efficiency and profitability. Companies seeking a competitive edge should focus on AI-powered GPS tracking devices that provide real-time traffic updates and weather forecasts, ensuring dynamic route optimization and cost reduction.

The GPS tracking device market is segmented by type into standalone GPS, advanced trackers, and OBD devices. The standalone GPS segment reached USD 1.1 billion in

2023 and operates independently, relying on satellite signals for data acquisition and position computation. The advanced tracker market garnered a valuation of USD 1.2 billion in 2022, offering precise vehicle performance and location data. OBD devices, valued at USD 652.3 million in 2021, are integrated into vehicle OBD ports for seamless tracking.

By application, the market is divided into vehicle tracking, asset tracking, and personal tracking. The vehicle tracking segment, making up 47.2% of the market in 2024, includes fleet management, stolen vehicle recovery, and rental services. Asset tracking, contributing 31.9%, involves monitoring cargo, equipment, and machinery. Personal tracking, holding a 21% share, is used for elderly and patient safety, fitness tracking, and pet monitoring.

The market is also categorized by end-use industries, including transportation and logistics, metal and mining, construction, retail and e-commerce, and healthcare. Transportation and logistics led the market in 2024 with USD 1.4 billion, leveraging GPS for real-time monitoring of vehicles and shipments. The metal and mining sector accounted for USD 306.7 million in 2023, optimizing haulage and fleet management. The construction and heavy equipment sector, valued at USD 657.2 million in 2024, employs GPS to track equipment use and prevent theft. Retail and e-commerce, reaching USD 453.2 million in 2023, utilize GPS for secure supply chain management, while healthcare, valued at USD 369.3 million in 2022, relies on GPS for asset tracking and environmental monitoring.

North America dominated the market in 2024, holding a 35.8% share, driven by widespread GPS adoption across multiple industries. The U.S. market alone was valued at USD 1.1 billion, while Canada's market is expected to reach USD 320.9 million by 2034, fueled by demand for real-time vehicle performance tracking and data-driven operational insights.

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
  - 3.6.1 Growth drivers
    - 3.6.1.1 Rising adoption of IoT technologies
    - 3.6.1.2 Increasing demand for fleet management solutions and operational efficiency
    - 3.6.1.3 Growing focus on security and surveillance
    - 3.6.1.4 Expansion of e-commerce and logistics
  - 3.6.2 Industry pitfalls & challenges
    - 3.6.2.1 Privacy concerns and data security
    - 3.6.2.2 High initial investment cost

3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2034 (USD MILLION)**

5.1 Key trends

5.2 Standalone GPS

5.3 Advance tracker

5.4 OBD device

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2034 (USD MILLION)**

6.1 Key trends

6.2 Vehicle tracking

6.2.1 Fleet management

6.2.2 Car rental services

6.2.3 Stolen vehicle recovery

6.3 Asset tracking

6.3.1 Equipment & machinery

6.3.2 Cargo & freight

6.4 Personal tracking

6.4.1 Elderly & patient safety

6.4.2 Fitness & sports

6.4.3 Pet tracking

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY END USE INDUSTRY, 2021-2034 (USD MILLION)**

7.1 Key trends

- 7.2 Transportation & logistics
- 7.3 Metal & Mining
- 7.4 Construction & heavy equipment
- 7.5 Retail & e-commerce
- 7.6 Healthcare
- 7.7 Others

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD MILLION)**

- 8.1 Key trends
- 8.2 North America
  - 8.2.1 U.S.
  - 8.2.2 Canada
- 8.3 Europe
  - 8.3.1 UK
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 Italy
  - 8.3.5 Spain
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 China
  - 8.4.2 India
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 Australia
- 8.5 Latin America
  - 8.5.1 Brazil
  - 8.5.2 Mexico
- 8.6 MEA
  - 8.6.1 South Africa
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE

## **CHAPTER 9 COMPANY PROFILES**

- 9.1 Arusnavi
- 9.2 ATrack Technology Inc.

- 9.3 Calamp Corporation
- 9.4 Geotab Inc.
- 9.5 Hexagon AB
- 9.6 Meitrack Group
- 9.7 Navtelecom LLC
- 9.8 Orbcomm Inc.
- 9.9 Queclink Wireless Solutions Co., Ltd.
- 9.10 Ruptela
- 9.11 Shenzhen Jimi IoT Co., Ltd
- 9.12 Sierra Wireless
- 9.13 Teltonika
- 9.14 TomTom International BV
- 9.15 Trackimo Inc.

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