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Video Telematics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Video Telematics Market was estimated at USD 1.69 billion in 2024 and is expected to grow from USD 1.96 billion in 2025 to USD 8.67 billion by 2034, at a CAGR of 17.9%, according to the latest report published by Global Market Insights Inc.

Regulations such as the ELD (Electronic Logging Device) mandate in the U.S. and other global safety standards are pushing fleet managers to adopt integrated video and telematics solutions to ensure legal compliance and reporting accuracy.

Rising Adoption in Hardware

The hardware segment held a notable share in 2024, driven by devices such as dashcams, in-cabin cameras, DVRs, and sensor-enabled accessories. As fleet operators increasingly prioritize real-time visual insights for safety and compliance, the demand for rugged, high-resolution, and AI-integrated hardware continues to rise. Manufacturers are focusing on improving device durability, connectivity, and ease of installation to support diverse vehicle types, from passenger cars to long-haul trucks.

Growing Demand in Passenger Vehicles

The passenger vehicles segment will witness strong growth during 2025-2034, driven by the rising demand for personal safety, insurance discounts, and theft prevention. Ride-hailing services, company car fleets, and even private consumers are equipping vehicles with intelligent dashcams that offer real-time alerts, driver behavior tracking, and accident recording capabilities. Companies tailoring solutions to be discreet, user-friendly, and compatible with mobile apps to appeal to this tech-savvy demographic.

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Driver & Fleet Management to Gain Traction

The driver & fleet management segment generated a notable share in 2024, driven by the organizations ' need to monitor driver behavior, improve fuel efficiency, and reduce operational risk. Real-time video combined with GPS, accelerometers, and AI-powered analytics allows fleet managers to detect fatigue, distracted driving, harsh braking, and route deviations. This data-rich approach empowers managers to coach drivers effectively while optimizing routes and maintenance schedules. The segment is on track to exceed USD 3 billion, with continuous innovations in cloud integration and real-time decision-making driving adoption across industries.

Regional Insights

North America to Emerge as a Propelling Region

North America video telematics market held a robust share in 2024, driven by stringent fleet safety regulations, rising commercial vehicle adoption, and increasing awareness around driver accountability. The U.S. alone is responsible for a significant portion of market revenue, with adoption spanning logistics, field services, passenger transport, and public sector fleets. Robust infrastructure and high technology penetration make North America a favorable environment for continuous innovation and expansion in video telematics applications.

Major players in the video telematics market are Trimble Transportation (Trimble Inc.), Nauto, Verizon Connect (Verizon Communications Inc.), VisionTrack, Lytx, Geotab, SmartWitness (Sensata Technologies), MiX Telematics, Samsara, and Netradyne.

To solidify their presence, companies in the video telematics market are focusing on AI-driven innovation, strategic partnerships, and vertical-specific solutions. Market leaders are embedding artificial intelligence to enable real-time driver coaching, automated incident detection, and predictive maintenance insights. Collaborations with insurance firms, fleet leasing companies, and logistics providers help expand customer bases and improve service integration.

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Contents

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CHAPTER 3 INDUSTRY INSIGHTS

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CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

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