

# Vehicle Roadside Assistance Market Size, Share & Trends Analysis Report By Service Type (Towing, Tire Replacement), By Provider (Auto Manufacturer, Motor Insurance), By Vehicle Type (Passenger Cars, Commercial Vehicles), By Region, And Segment Forecasts, 2025 - 2030

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## Abstracts

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### Vehicle Roadside Assistance Market Trends

The global vehicle roadside assistance market size was estimated at USD 26.58 billion in 2024 and is projected to grow at a CAGR of 5.0% from 2025 to 2030. Vehicle roadside assistance is a service designed to provide emergency help to drivers who experience vehicle-related issues while on the road. It typically includes support for a range of problems that can occur unexpectedly, such as flat tires, battery issues, fuel delivery, lockouts, towing services, and minor mechanical repairs. The rise in vehicle ownership globally, coupled with increasing traffic volumes, has led to a higher incidence of breakdowns and accidents, thereby driving the demand for roadside assistance services. In addition, the growing awareness of road safety, alongside the expansion of service offerings by major players, including subscription models, is further propelling market growth.

The rising integration of advanced technologies such as artificial intelligence (AI), global positioning system (GPS), telematics, and Internet of Things (IoT) in roadside assistance operations is propelling the growth of the market. For instance, AI is used to optimize vehicle dispatching by ensuring that the nearest service provider arrives

at the customer quickly. AI also analyzes factors such as traffic, location, and the type of service needed to make real-time decisions, enhancing efficiency and response times. In addition, with telematics systems, vehicles can transmit real-time data to service providers, enabling them to quickly diagnose issues and determine the best course of action. This technology allows for faster response times and more accurate service, reducing downtime and enhancing the overall customer experience.

Furthermore, mobile applications are becoming a cornerstone of modern roadside assistance services. These applications offer users a convenient platform to request help, track service progress, and communicate with service providers. Enhanced features such as in-app chat, real-time tracking, and digital payment options streamline the assistance process and improve user satisfaction. Mobile applications also allow for more transparent service tracking and status updates, providing users with greater satisfaction during stressful situations. Thus, the increased adoption of mobile applications provided by roadside assistance providers is further improving the growth of the market.

The rising adoption of electric and autonomous vehicles across the globe is another major trend in the vehicle roadside assistance industry. These vehicle types are becoming more prevalent, prompting roadside assistance providers to adapt services to meet their unique requirements. For electric vehicles (EVs), this means equipping technicians with specialized training and tools for battery issues and charging support. For autonomous vehicles, providers are developing new protocols for handling advanced technology and addressing potential software-related issues. Thus, the rising demand for battery assistance services due to the increased number of electric vehicles on the roads is boosting the market's growth.

Despite the growth and advancements in the vehicle roadside assistance market, several restraining factors, such as varying levels of service quality and cybersecurity concerns, could hamper the growth of the market. As vehicles, infrastructure, and service platforms become more interconnected through the internet, they become more vulnerable to cyber threats. Hackers could potentially compromise smart road systems or vehicle networks, leading to disruptions such as traffic jams, accidents, or unauthorized access to personal data. This poses a significant risk to operational efficiency, user safety, and privacy. In addition, ensuring robust cybersecurity measures, such as advanced firewalls and secure protocols, requires substantial investment and technical expertise, which can be a barrier for some providers.

## Global Vehicle Roadside Assistance Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global vehicle roadside assistance market report based on service type, provider, vehicle type, and region:

### Service Type Outlook (Revenue, USD Million, 2018 - 2030)

Towing

Tire Replacement

Fuel Delivery

Lockout/Replacement Key Service

Battery Assistance

Others

### Provider Outlook (Revenue, USD Million, 2018 - 2030)

Motor Insurance

Automotive Manufacturer

Automotive Clubs

Independent Warranty Providers

### Vehicle Type Outlook (Revenue, USD Million, 2018 - 2030)

Passenger Cars

Commercial Vehicles

### Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

## South Africa

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