

# Asset Tracking and Fleet Management: Market Opportunities for Connected Objects

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## Abstracts

This study presents an overview of the asset tracking market with a perspective of the opportunities for the various connectivity technologies. It presents the technological options for asset tracking with and without direct connectivity, alongside the general dynamics of the logistics asset tracking market. It focuses on the most promising uses cases that require direct connectivity at the object level: fleet management and asset monitoring.

The study also highlights some of the key challenges in the digital transformation of the logistics market and their potential impact on asset tracking, namely collaborative logistics, servicisation, and the testing task of interpreting and/or monetising data.

The report presents market forecasts to 2025 for the markets of fleet management and of connected asset tracking.

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