

# **Asset Tracking Market Report by Component (Hardware, Software), Deployment Mode (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium sized Enterprises), End Use Industry (Transportation and Logistics, Aviation, Healthcare, Manufacturing, Food and Beverages, and Others), and Region 2024-2032**

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## **Abstracts**

The global asset tracking market size reached US\$ 17.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 45.8 Billion by 2032, exhibiting a growth rate (CAGR) of 11.08% during 2024-2032.

Asset tracking is the process of tracking the physical assets of the organization by scanning barcode labels attached using a global positioning system (GPS) or a radio-frequency identification (RFID). It provides real-time and accurate data for an efficient asset management system. It helps upgrade or replace various assets while saving time and expenses. It offers several benefits, such as centralizing data with asset management software, increasing value with asset utilization reports, improving asset lifecycle maintenance, achieving greater security for assets, and strengthening asset management protocols. As a result, asset tracking finds extensive applications in the food and beverage (F&B), transportation, aviation, healthcare, and manufacturing industries.

### **Asset Tracking Market Trends:**

At present, there is a rise in the demand for asset tracking in various organizations to streamline operations and optimize the utilization of existing resources worldwide. This, along with the growing employment of asset tracking solutions to save costs, enhance

profits, and improve the return on investment (RoI), represents one of the key factors driving the market. Besides this, the increasing demand for asset tracking in the healthcare industry to improve workforce safety and patient care is contributing to the growth of the market. In addition, the growing utilization of geographical information systems (GIS) in the transportation sector due to the wide availability of orthorectified images through satellites is positively influencing the market. Moreover, the integration of artificial intelligence (AI), predictive maintenance, augmented reality (AR), internet of things (IoT), digital twin, and telematics in asset tracking for better planning and maintenance of assets is offering a positive market outlook. Apart from this, the rising demand for cloud-based solutions in large enterprises to eliminate the need for installing additional hardware and storing the data in various data centers is bolstering the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global asset tracking market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, deployment mode, organization size and end use industry.

#### Breakup by Component:

Hardware  
Software

#### Breakup by Deployment Mode:

On-premises  
Cloud-based

#### Breakup by Organization Size:

Large Enterprises  
Small and Medium-sized Enterprises

#### Breakup by End Use Industry:

Transportation and Logistics  
Aviation  
Healthcare

Manufacturing  
Food and Beverages  
Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Actsoft Inc., ASAP Systems, Asset Panda, AT&T Inc., Azuga Inc. (Bridgestone Corporation), Fleet Complete, GigaTrak, Tenna, Trimble Inc., Ubisense Limited, Verizon Communications Inc., Wasp Barcode Technologies Inc. (Datalogic S.p.A.) and Zebra Technologies Corporation.

#### Key Questions Answered in This Report

1. What was the size of the global asset tracking market in 2023?
2. What is the expected growth rate of the global asset tracking market during 2024-2032?
3. What are the key factors driving the global asset tracking market?
4. What has been the impact of COVID-19 on the global asset tracking market?
5. What is the breakup of the global asset tracking market based on the component?
6. What is the breakup of the global asset tracking market based on the deployment mode?
7. What is the breakup of the global asset tracking market based on the organization size?
8. What is the breakup of the global asset tracking market based on the end use industry?
9. What are the key regions in the global asset tracking market?
10. Who are the key players/companies in the global asset tracking market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL ASSET TRACKING MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY COMPONENT**

- 6.1 Hardware
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Software
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY DEPLOYMENT MODE**

### **7.1 On-premises**

#### **7.1.1 Market Trends**

#### **7.1.2 Market Forecast**

### **7.2 Cloud-based**

#### **7.2.1 Market Trends**

#### **7.2.2 Market Forecast**

## **8 MARKET BREAKUP BY ORGANIZATION SIZE**

### **8.1 Large Enterprises**

#### **8.1.1 Market Trends**

#### **8.1.2 Market Forecast**

### **8.2 Small and Medium-sized Enterprises**

#### **8.2.1 Market Trends**

#### **8.2.2 Market Forecast**

## **9 MARKET BREAKUP BY END USE INDUSTRY**

### **9.1 Transportation and Logistics**

#### **9.1.1 Market Trends**

#### **9.1.2 Market Forecast**

### **9.2 Aviation**

#### **9.2.1 Market Trends**

#### **9.2.2 Market Forecast**

### **9.3 Healthcare**

#### **9.3.1 Market Trends**

#### **9.3.2 Market Forecast**

### **9.4 Manufacturing**

#### **9.4.1 Market Trends**

#### **9.4.2 Market Forecast**

### **9.5 Food and Beverages**

#### **9.5.1 Market Trends**

#### **9.5.2 Market Forecast**

### **9.6 Others**

#### **9.6.1 Market Trends**

#### **9.6.2 Market Forecast**

## 10 MARKET BREAKUP BY REGION

### 10.1 North America

#### 10.1.1 United States

##### 10.1.1.1 Market Trends

##### 10.1.1.2 Market Forecast

#### 10.1.2 Canada

##### 10.1.2.1 Market Trends

##### 10.1.2.2 Market Forecast

### 10.2 Asia-Pacific

#### 10.2.1 China

##### 10.2.1.1 Market Trends

##### 10.2.1.2 Market Forecast

#### 10.2.2 Japan

##### 10.2.2.1 Market Trends

##### 10.2.2.2 Market Forecast

#### 10.2.3 India

##### 10.2.3.1 Market Trends

##### 10.2.3.2 Market Forecast

#### 10.2.4 South Korea

##### 10.2.4.1 Market Trends

##### 10.2.4.2 Market Forecast

#### 10.2.5 Australia

##### 10.2.5.1 Market Trends

##### 10.2.5.2 Market Forecast

#### 10.2.6 Indonesia

##### 10.2.6.1 Market Trends

##### 10.2.6.2 Market Forecast

#### 10.2.7 Others

##### 10.2.7.1 Market Trends

##### 10.2.7.2 Market Forecast

### 10.3 Europe

#### 10.3.1 Germany

##### 10.3.1.1 Market Trends

##### 10.3.1.2 Market Forecast

#### 10.3.2 France

##### 10.3.2.1 Market Trends

##### 10.3.2.2 Market Forecast

#### 10.3.3 United Kingdom

- 10.3.3.1 Market Trends
- 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**



## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Actsoft Inc.
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
  - 15.3.2 ASAP Systems
    - 15.3.2.1 Company Overview
    - 15.3.2.2 Product Portfolio
  - 15.3.3 Asset Panda
    - 15.3.3.1 Company Overview
    - 15.3.3.2 Product Portfolio
  - 15.3.4 AT&T Inc.
    - 15.3.4.1 Company Overview
    - 15.3.4.2 Product Portfolio
    - 15.3.4.3 Financials
    - 15.3.4.4 SWOT Analysis
  - 15.3.5 Azuga Inc. (Bridgestone Corporation)
    - 15.3.5.1 Company Overview
    - 15.3.5.2 Product Portfolio
  - 15.3.6 Fleet Complete
    - 15.3.6.1 Company Overview
    - 15.3.6.2 Product Portfolio
  - 15.3.7 GigaTrak
    - 15.3.7.1 Company Overview
    - 15.3.7.2 Product Portfolio

### 15.3.8 Tenna

#### 15.3.8.1 Company Overview

#### 15.3.8.2 Product Portfolio

### 15.3.9 Trimble Inc.

#### 15.3.9.1 Company Overview

#### 15.3.9.2 Product Portfolio

#### 15.3.9.3 Financials

#### 15.3.9.4 SWOT Analysis

### 15.3.10 Ubisense Limited

#### 15.3.10.1 Company Overview

#### 15.3.10.2 Product Portfolio

### 15.3.11 Verizon Communications Inc.

#### 15.3.11.1 Company Overview

#### 15.3.11.2 Product Portfolio

#### 15.3.11.3 Financials

#### 15.3.11.4 SWOT Analysis

### 15.3.12 Wasp Barcode Technologies Inc. (Datalogic S.p.A.)

#### 15.3.12.1 Company Overview

#### 15.3.12.2 Product Portfolio

### 15.3.13 Zebra Technologies Corporation

#### 15.3.13.1 Company Overview

#### 15.3.13.2 Product Portfolio

#### 15.3.13.3 Financials

#### 15.3.13.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Asset Tracking Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Asset Tracking Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Asset Tracking Market Forecast: Breakup by Deployment Mode (in Million US\$), 2024-2032

Table 4: Global: Asset Tracking Market Forecast: Breakup by Organization Size (in Million US\$), 2024-2032

Table 5: Global: Asset Tracking Market Forecast: Breakup by End Use Industry (in Million US\$), 2024-2032

Table 6: Global: Asset Tracking Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Asset Tracking Market: Competitive Structure

Table 8: Global: Asset Tracking Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Asset Tracking Market: Major Drivers and Challenges

Figure 2: Global: Asset Tracking Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Asset Tracking Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Asset Tracking Market: Breakup by Component (in %), 2023

Figure 5: Global: Asset Tracking Market: Breakup by Deployment Mode (in %), 2023

Figure 6: Global: Asset Tracking Market: Breakup by Organization Size (in %), 2023

Figure 7: Global: Asset Tracking Market: Breakup by End Use Industry (in %), 2023

Figure 8: Global: Asset Tracking Market: Breakup by Region (in %), 2023

Figure 9: Global: Asset Tracking (Hardware) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Asset Tracking (Hardware) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Asset Tracking (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Asset Tracking (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Asset Tracking (On-premises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Asset Tracking (On-premises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Asset Tracking (Cloud-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Asset Tracking (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Asset Tracking (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Asset Tracking (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Asset Tracking (Small and Medium-sized Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Asset Tracking (Small and Medium-sized Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Asset Tracking (Transportation and Logistics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Asset Tracking (Transportation and Logistics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Asset Tracking (Aviation) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Asset Tracking (Aviation) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Asset Tracking (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Asset Tracking (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Asset Tracking (Manufacturing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Asset Tracking (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Asset Tracking (Food and Beverages) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Asset Tracking (Food and Beverages) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Asset Tracking (Other End Use Industries) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Asset Tracking (Other End Use Industries) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: North America: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: North America: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: United States: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: United States: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Canada: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Canada: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Asia-Pacific: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Asia-Pacific: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: China: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: China: Asset Tracking Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 43: Japan: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Japan: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 45: India: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: India: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 47: South Korea: Asset Tracking Market: Sales Value (in Million US\$), 2018 &  
2023

Figure 48: South Korea: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 49: Australia: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Australia: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 51: Indonesia: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Indonesia: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 53: Others: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Others: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 55: Europe: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Europe: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 57: Germany: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Germany: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 59: France: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: France: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 61: United Kingdom: Asset Tracking Market: Sales Value (in Million US\$), 2018  
& 2023

Figure 62: United Kingdom: Asset Tracking Market Forecast: Sales Value (in Million  
US\$), 2024-2032

Figure 63: Italy: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Italy: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 65: Spain: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Spain: Asset Tracking Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 67: Russia: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Russia: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Others: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Others: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Latin America: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Latin America: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Brazil: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Brazil: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Mexico: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Mexico: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Others: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Others: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Middle East and Africa: Asset Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Middle East and Africa: Asset Tracking Market: Breakup by Country (in %), 2023

Figure 81: Middle East and Africa: Asset Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Global: Asset Tracking Industry: SWOT Analysis

Figure 83: Global: Asset Tracking Industry: Value Chain Analysis

Figure 84: Global: Asset Tracking Industry: Porter's Five Forces Analysis

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