

Tracking-as-a-Service Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global tracking-as-a-service market size reached US\$ 1.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.2 Billion by 2028, exhibiting a growth rate (CAGR) of 16.3% during 2023-2028.

Tracking as a service is a cloud-based solution used by organizations to track and monitor operations and day-to-day business processes. It is deployed on-premises or through cloud platforms and is commonly used for remote monitoring of goods and products. Tracking-as-a-Service offers enhanced scalability, data collection, mobile support, reporting and logging, data management, process mapping and real-time monitoring to improve organizational performance, decision-making and efficiency. It aids in increasing security, enhancing customer service and overall cost-effectiveness. As a result, tracking-as-a-service finds extensive application across various industries, such as healthcare, manufacturing, e-commerce, retail, transportation and logistics.

Tracking-as-a-Service Market Trends:

Significant growth in the transportation and logistics industry across the globe is creating a positive outlook for the market. Tracking-as-a-service solutions are widely adopted by organizations that offer ridesharing and car rental services to improve vehicle maintenance, prevent delay and provide enhanced safety to the consumers. Additionally, the widespread utilization of electronic monitoring and tracking systems across enterprises to track the exchange of information and prevent unauthorized access to sensitive data among employees is favoring the market growth. Moreover, various technological advancements, such as the integration of connected devices with the Internet of Things (IoT), global positioning system (GPS) tracking and real-time monitoring solutions, are providing a thrust to the market growth. These technologies

assist in locating containers, tracking stolen goods, maintaining driver safety and detecting fraudulent activities. In line with this, the widespread product adoption in the medical industry to monitor wearable medical devices and offer timely assistance in case of emergencies is positively impacting the market growth. Other factors, including the implementation of various government initiatives to install GPS tracking systems in novel vehicles, along with the increasing product utilization to keep track of portable devices, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global tracking-as-a-service market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, type, asset type, enterprise size and end use industry.

Breakup by Component:

- Software
- Service

Breakup by Type:

- Cloud-based
- On-premises

Breakup by Asset Type:

- Electronics and IT Assets
- In-Transit Equipment
- Manufacturing Assets
- Others

Breakup by Enterprise Size:

- Large Enterprises
- Small and Medium-sized Enterprises

Breakup by End Use Industry:

- Retail

Manufacturing
E-commerce
Transportation and Logistics
Healthcare
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 AT&T Inc., Datalogic S.p.A. (Hydra S.p.A.), Geotab Inc., Honeywell International Inc., Mojix Inc., Motorola Solutions Inc., PCCW Solutions, Spider Tracks Limited, Topcon Corporation, Trimble Inc., Verizon Communications Inc., WABCO Digital Solutions and Zebra Technologies Corp.

Key Questions Answered in This Report

1. What was the size of the global tracking-as-a-service market in 2022?
2. What is the expected growth rate of the global tracking-as-a-service market during 2023-2028?
3. What are the key factors driving the global tracking-as-a-service market?
4. What has been the impact of COVID-19 on the global tracking-as-a-service market?
5. What is the breakup of the global tracking-as-a-service market based on the component?
6. What is the breakup of the global tracking-as-a-service market based on the enterprise size?
7. What is the breakup of the global tracking-as-a-service market based on the end use industry?
8. What are the key regions in the global tracking-as-a-service market?
9. Who are the key players/companies in the global tracking-as-a-service market?

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