

# Global Vehicle Real-time Tracking Terminal Market Growth 2025-2031

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## Abstracts

The global Vehicle Real-time Tracking Terminal market size is predicted to grow from US\$ 534 million in 2025 to US\$ 900 million in 2031; it is expected to grow at a CAGR of 9.1% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

The Vehicle Real-time Tracking Terminal is an electronic device designed for the real-time monitoring and tracking of vehicles, ensuring comprehensive and accurate data collection about the vehicle's location, status, and performance. This terminal is typically integrated into the vehicle's system, enabling the collection of various parameters such as GPS coordinates, speed, fuel consumption, engine diagnostics, and even driver behavior. With the help of satellite communication, cellular networks, or Wi-Fi, the terminal can transmit real-time data to a central monitoring platform, allowing fleet managers, logistics companies, or private vehicle owners to track and manage their assets efficiently.

In addition to tracking the vehicle's location, modern tracking terminals often feature advanced capabilities like geofencing, route optimization, emergency alerts, and predictive maintenance monitoring. These features help improve operational efficiency, reduce costs, and enhance safety. Real-time vehicle tracking is widely used in industries like transportation, logistics, public safety, and even for personal vehicle tracking, providing businesses and individuals with the ability to monitor their vehicles' whereabouts at any given moment.

With the development of UBI insurance, auto finance, fleet management, and used car markets, the market for aftermarket positioning terminals for passenger cars continues to expand, but with the improvement of the integration of front-end positioning terminals, the demand space for aftermarket positioning terminals has slowed down. Many new cars are already equipped with intelligent functions such as high-precision GNSS, V2X, remote diagnosis, and fleet management when they leave the factory, which further compresses the market share of traditional aftermarket 2G/4G positioning terminals in high-end models, especially in the fields of UBI insurance, rental car management, and auto finance risk control. The original data provided by OEM manufacturers gradually replaces the functions of aftermarket equipment.

In terms of regions, the North American market benefits from the rapid development of UBI insurance, fleet management, and shared travel, and there is a strong demand for high-precision, multi-functional intelligent positioning terminals. The products are based on high added value and compliance as their core competitiveness. Driven by strict data privacy regulations and intelligent connected car policies, the European market tends to favor high-end automotive-grade terminals. V2X communication and AI analysis technologies play an important role in fleet management and autonomous driving verification. As the world's largest aftermarket, the Chinese market is mainly driven by car loan risk control and leasing management needs, with 2G/4G wired and basic wireless terminals as the mainstream. Demand in emerging markets such as Southeast Asia and Latin America is growing rapidly. Low-cost wireless terminals are widely used in used car supervision, anti-theft and other scenarios, but the market is not yet mature. They are mainly supplied by Chinese companies and show fierce price competition. Overall, the global market is evolving from a basic positioning to an intelligent and data-driven direction. The North American and European markets have a clear trend towards high-end development, while China and emerging markets still focus on cost-effectiveness and large-scale supply as core competitive points. In the future, the markets in various regions will deepen their development along different technical paths.

In terms of product types, wired types occupy an important position, and it is expected that the share will reach 65.31% in 2031. Wired terminals will continue to dominate in the fields of auto loan risk control, leasing management, and UBI insurance due to their stable power supply, high-precision positioning, and long-term online monitoring capabilities. With the advancement of battery technology, the endurance of wireless GPS terminals has been improved. Wireless terminals will have the characteristics of convenient installation, strong concealment, and no external power supply requirements, and the demand in the short-term leasing, second-hand car trading, and

personal anti-theft markets will grow rapidly.

At the same time, in terms of application, the share of car rental in 2024 is about 38.43%, and the CAGR in the next few years is about 8.69%. The automotive finance and leasing markets are the core driving forces, accounting for the highest proportion, and are expected to continue to grow rapidly. UBI insurance has a large development space, but due to the regulatory policies of various countries, the growth rhythm is different. At present, the development speed of European and American countries is faster than that of China, and China's OBD smart terminals are also mainly exported to European and American countries.

In terms of international market share and ranking, the main manufacturers are Shenzhen Jimi IoT, Shanghai Yiwei Communication, Shenzhen Boshijie Technology, Teltonika, and Guangzhou Gaoxinxing Technology. The top five manufacturers in 2024 account for about 51.49% of the international market. The passenger car positioning market presents a clear hierarchical structure, among which Chinese companies mainly focus on the research and development and production of low-end products with relatively simple functions, relatively low prices, and a large export ratio. However, foreign companies dominate the market for high-end positioning terminals, which have advanced technical characteristics and multifunctional applications and mainly serve the international market.

The global passenger car positioning terminal market will transform from price competition to intelligence and data value mining. Chinese companies dominate the low-cost market, and international companies focus on high-end applications, eventually forming a market segmentation pattern guided by application scenarios. With the vigorous development of the financial, insurance and car rental industries, the demand for high-precision positioning and real-time monitoring is increasing, which further drives up the price of passenger car positioning terminals. Overall, the market for passenger car positioning terminals is developing towards high-end and diversified development. In the future, more innovative products will emerge to meet the changing market needs. It is expected that industry competition will become more intense in the next few years, especially in the China market.

LP Information, Inc. (LPI) ' newest research report, the "Vehicle Real-time Tracking Terminal Industry Forecast" looks at past sales and reviews total world Vehicle Real-time Tracking Terminal sales in 2024, providing a comprehensive analysis by region and market sector of projected Vehicle Real-time Tracking Terminal sales for 2025 through 2031. With Vehicle Real-time Tracking Terminal sales broken down by region,

market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Vehicle Real-time Tracking Terminal industry.

This Insight Report provides a comprehensive analysis of the global Vehicle Real-time Tracking Terminal landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Vehicle Real-time Tracking Terminal portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Vehicle Real-time Tracking Terminal market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Vehicle Real-time Tracking Terminal and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Vehicle Real-time Tracking Terminal.

This report presents a comprehensive overview, market shares, and growth opportunities of Vehicle Real-time Tracking Terminal market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

Wireless

Wired

#### Segmentation by Application:

Automotive Finance

Automotive Insurance

Automotive Rental

Other

This report also splits the market by region:

### Americas

United States

Canada

Mexico

Brazil

### APAC

China

Japan

Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Shenzhen Jimi IoT

Queclink Wireless Solutions

Shenzhen Boshijie Technology

Teltonika

Gosuncn Technology Group

Spireon

Shenzhen Xinyuanrun

Shenzhen Neoway Technology

Shenzhen Coban Electronics

Radius Telematics

Shenzhen vodofo

Ruptela

ATrack Technology

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global Vehicle Real-time Tracking Terminal market?

What factors are driving Vehicle Real-time Tracking Terminal market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Vehicle Real-time Tracking Terminal market opportunities vary by end market size?

How does Vehicle Real-time Tracking Terminal break out by Type, by Application?

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