

# Automotive Telematics Market for ICE & Electric Vehicle, By Service (eCall, On-road Assistance, Insurance risk assessment, Remote Diagnostics), Form (Embedded & Integrated), Connectivity, Aftermarket and Region - Global Forecast to 2030

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## Abstracts

The Automotive Telematics Market is estimated to grow from USD 9.0 billion in 2024 to USD 16.1 billion by 2030 at a CAGR of 10.1% during the forecast period.

Many key factors drive this growth. Firstly, telematics technology is the backbone for many popular connected car features like remote diagnostics, navigation, and emergency assistance. Secondly, telematics in fleet management services yields cost savings and improved operational efficiency. Also, telematics data is paving the way for Usage-based insurance (UBI) that allows insurance companies to offer rates based on individual driving habits rather than traditional factors. Lastly, as telematics services facilitate data collection and connectivity, they play a crucial role in autonomous vehicle operations.

"Battery electric vehicles (BEVs) hold the largest telematics market share in electric & hybrid vehicle types."

BEVs lead the electric & hybrid vehicle telematics market during the forecast period, owing to the largest share of this segment among all other EV types. The BEVs sales contribute 75% of total EV sales in 2023 which is expected to be 83% by the end of 2030. The growth is attributed to the rising application of telematics services in electric vehicles, which provide real-time data about battery health, motor temperature, and charging efficiency, which prevents sudden breakdown and ensures optimal performance. The electric vehicles from OEMs such as Tesla, BMW, and Mercedes-Benz are offered various telematics services such as on-road assistance, stolen vehicle

recovery, and remote diagnostics. Tesla offers vehicles with SOS buttons that connect drivers directly to emergency responders through a cellular connection instead of the traditional eCall system. Additionally, the BMW Assist eCall emergency SOS button and improved automated collision alerts are included on all 2022 BMW i4 trim levels. Thus, improving the driving range and fast charging capabilities, coupled with continuously expanding charging infrastructure, are promoting battery electric vehicle adoption and driving embedded telematics' fit in this vehicle segment.

Telematic services become increasingly important in maximizing the efficiency and usability of battery-electric vehicles as the technology of electric vehicles advances and consumer demand for environment-friendly transportation rises. Telematic services integration in battery electric vehicles is anticipated to increase significantly in the upcoming years due to continued telematics and infrastructure development developments.

" Fleet analytics and reporting are projected to be the fastest growing fleet management services."

The demand for fleet analytics and reporting services is anticipated to grow in the upcoming years. The growth is mainly attributed to a growing recognition of data-driven decision-making in fleet management among businesses. Fleet analytics solutions provide valuable insights into vehicle performance, driver behavior, fuel efficiency, and maintenance needs, allowing companies to optimize operations, reduce costs, and improve overall efficiency. Real-time analytics and predictive modeling methods can transform unstructured data into useful information. Increasing regulatory requirements related to safety, emissions, and compliance further drive the adoption of fleet analytics services as fleet operators seek to ensure regulatory compliance and mitigate associated risks through comprehensive reporting and analysis. Global public transit agencies and major transport & logistics companies such as United Parcel Service Inc., DHL Group, and FedEx Corp. leverage fleet analytics and reporting services to optimize routes, improve scheduling, and enhance passenger satisfaction. Thus, the rising importance of fleet analytics to gain actionable insights into their operations and drive continuous improvement initiatives with higher operational output will fuel the growth of fleet analytics and reporting services.

"Asia Pacific is the prominent region in the automotive telematics market."

Asia Pacific has lower penetration of telematics solutions than North America and Europe; however, the market size is more prominent due to the larger vehicle production compared with other regions. This region accounted for 53% of global vehicle manufacturing in 2023 and has been a center for automotive production in

recent years. Furthermore, rising sales of electric vehicles in countries like China, India, and Japan, along with increased demand for luxury and premium cars, are driving the demand for automotive telematics. During the projected period, China and Japan will continue to lead the automotive telematics market, followed by South Korea and India. The expanding SUV market of the Asia Pacific region is significantly increasing demand for vehicle telematics, especially for services like remote diagnostics, on-road assistance, and usage-based insurance. This trend is growing explicitly in the electric vehicles and SUV segment, which substantially contributes to the projected growth of the regional automotive telematics market.

One of the major factors propelling the telematics industry in the Asia-Pacific region is the expanding logistics sector, which has benefited greatly from the e-commerce boom. Telematics can track and monitor the fleet using GPS in real-time, keep track of service records, and facilitate communication between supply chain partners and businesses, all of which boost accuracy and efficiency. Telematics is anticipated to be extensively used in this industry as a result of ongoing technological advancements, which will increase telematics demand in the years to come. Moreover, the government's obligations for safety standards and growing awareness of comfort and safety are driving up the number of vehicles produced in the Asia-Pacific area that have integrated ADAS features. A driver monitoring program can be implemented by linking the ADAS system to a telematics system, which will allow the system to record vehicle occurrences and offer drivers real-time feedback to improve driver behavior. The demand for telematics is therefore expected to rise over the forecast period due to the growing usage of ADAS features in vehicles.

The break-up of the profile of primary participants in the automotive telematics market:

By Companies: Telematics Hardware providers - 45%, Telematics Service providers - 30%, Others - 15%

By Designation: Directors- 15%, C-Level Executives - 60%, Others - 25%

By Region: North America - 10%, Europe - 10%, Asia Pacific - 75%, and RoW – 5%

Global players dominate the Automotive Telematics Market and comprise several regional players. The key players in the automotive telematics market are Robert Bosch GMBH (Germany), Continental AG (Germany), AT&T Inc (US), LG Electronics. (South Korea), and Verizon (US).

## .Research Coverage

The Automotive Telematics Market is segmented based on Services (Emergency Call, Stolen Vehicle Assistance, Insurance Risk Assessment (Usage Based Insurance), On-Road Assistance (Breakdown Assistance), Remote Diagnostics, Others), By Fleet Management Services (Operation Management, Vehicle Maintenance And Diagnostics, Fleet Analytics And Reporting, Others), By Form (Embedded and Integrated), By Offerings (Telematics Control Unit (Hardware and Software), By Connectivity (Satellite and Cellular (5G and 4G/3G)), By Vehicle Type (Passenger Cars, Light Commercial Vehicles, Trucks and Buses), By Aftermarket (Passenger Cars, Light Commercial Vehicles, Heavy Commercial Vehicles), Electric & Hybrid, by Services (Emergency Call, Stolen Vehicle Assistance, Insurance Risk Assessment (Usage Based Insurance), On-Road Assistance (Breakdown Assistance), Remote Diagnostics, Others), By Vehicle type (BEVs, PHEVs, and FCEVs), By Region (Asia Pacific, Europe, North America, and the Rest of the World).

### Key Benefits of Buying the Report:

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall Automotive Telematics market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

### The report provides insights on the following pointers:

Analysis of key drivers (Increasing demand for luxury vehicles, Rising focus on safety & security supported by regulatory mandates, Rising demand for remote diagnostic to improve vehicle performance), restraints (Lack of standardization), opportunities (5G/6G and AI creates Future growth opportunities, government mandates on connected cars and telematics services), and challenges (Cybersecurity) influencing the growth of the Automotive Telematics Market.

Product Development/Innovation: Detailed insights on upcoming technologies and new product & service launches in the Automotive Telematics Market.

Market Development: Comprehensive market information – the report analyses the authentication and brand protection market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Automotive Telematics Market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players like Robert Bosch GMBH (Germany), Continental AG (Germany), AT&T Inc (US), and LG Electronics (South Korea), and Verizon (US), among others in the Automotive Telematics Market.

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