

Trailer Telematics Market by Services (GPS Tracking, Cold Chain Monitoring, Weight Utilization, Performance Management, Predictive & Preventive Maintenance), Form (Embedded, Integrated), Component, Trailer Type, Application - Global Forecast to 2030

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Abstracts

The trailer telematics market is projected to grow from USD 0.77 billion in 2024 to USD 1.41 billion by 2030 at a CAGR of 10.5%. The need for efficient fleets, overall operational cost reduction, and trailer positioning, along with the integration of advanced technologies such as cloud computing, user base interface, IoT, and trailer connection with everything for preventive maintenance, smart diagnostics, and advanced data analytics boosts the market for trailer telematics.

Additionally, e-commerce activities have increased the demand for transportation and logistics with real-time data monitoring of assets, ensuring timely deliveries and minimizing delays. Thus, telematics for trailers helps logistic companies predict operational issues and optimize trailer routing.

'GPS Tracking segment is expected to be the largest services in Trailer Telematics Market.'

GPS tracking is the most widely used feature in the telematics market in any asset tracking and trailer tracking as it provides real-time location, gives operational efficiency by rerouting the trailer routes, provides security by monitoring trailers in transit, and can detect unauthorized movement, which reduces the risk of asset loss and theft. Additionally, GPS tracking devices can be installed in different trailer types regardless of

their size and functions. These devices are easily instated in embedded form directly by OEMs and integrated as an aftermarket service in the trailer market. Currently, most GPS tracking devices have advanced features like overspeeding detection, unplug detection, towing detection, crash detection, auto geofence, manual geofence, trip, jamming, and others. Leading companies like Descartes Systems Group Inc. (Canada), Verizon (US), Clariance Technologies (US), Omnitrac (US), Samsara Inc. (US), Wabco Solution Centre (Germany), and others are leading the market with GPS tracker, smart trailer and asset tracking software and devices. For instance, Samsara's (US) smart trailer provides real-time live GPS and data, including cargo sensing and refer monitoring, enhancing asset utilization and operations. Thus with essential feature in trailer telematics, GPS tracking emerges as the largest market segment.

'Healthcare and pharmaceutical are the fastest growing applications in the Trailer Telematics market.'

Healthcare and pharmaceutical industries are rapidly adopting telematics solutions in their trailers with requirements of temperature-sensitive deliveries of vaccines & medicines and critical transfer of costly and heavy medical equipment. The pharmaceutical industry relies on cold chain logistics to transport temperature-sensitive products such as vaccines, insulins, and special medicines. For instance, the distribution of COVID-19 vaccines has underscored the need for precise temperature monitoring, as they require ultra-cold storage that needs to be monitored on a real-time basis, which telematics system components like GPS trackers and Temperature sensors have done. Additionally, strict regulations, such as those set by the FDA, mandate continuous monitoring of temperature and environmental conditions during transport, making telematics systems essential for ensuring compliance and maintaining product integrity during transportation. The demand for trailer telematic systems increases as the demand for cold chain logistics grows, especially in the healthcare and pharmaceutical industries.

'Asia Pacific is estimated to be the second largest market for trailer telematics.'

The growth of trailer telematics in Asia Pacific is mainly driven by factors such as the expanding logistics and transportation sector, technological advancements, and growing demand for fleet management solutions.

The trailer telematics market is witnessing rapid year-on-year growth in the Asia Pacific region, which comprises some of the fastest-developing economies globally, such as

China, Japan, and India, driven by the expanding logistics and transportation sector, adoption of perishable goods and services, advancement in IoT integration and among others. The rapid growth of e-commerce in countries like China and India has increased the demand for efficient supply chain and logistics management. Telematics services offer asset tracking and help optimize trail routing efficiently. Additionally, the government in the region is investing heavily in large-scale infrastructure projects such as China's Belt and Road Initiative (BRI), which aims to improve regional integration, economic growth, and trade. In September 2022, India's National Logistics Policy was launched to lower the cost of logistics from the existing 13-14% and enhance the country's business competitiveness by developing an integrated, efficient, green, and sustainable logistics network with the help of technology, optimized processes, and skilled workforce.

Asia Pacific has a growing food and beverage industry requiring refrigerated transportation solutions. The expanding middle class and urbanization are asking for higher consumption of premium fresh products such as exotic fruits, organic vegetables, frozen meat, and minimally processed foods, requiring efficient cold chain logistics. Also, Major global telematics providers and regional players are expanding their presence in the Asia Pacific, offering customized solutions for the market needs—companies like Trimble, Mix Telematics, Teltonika, and FleetPulse support market growth.

The breakup of primary respondents

By Company: OEMs – 30%, Telematics Hardware Suppliers and Service Providers -70%

By Designation: C-Level Executives - 40%, Director Levels- 35%, Others – 25%

By Region: Europe - 21%, Asia Pacific - 43%, Americas- 36%

The trailer telematics market will be dominated by global players, including CalAmp (US), The Descartes Systems Group Inc. (Canada), Qualcomm Technologies Inc. (US), Omnitracs (US), Wabco Solution Centre (Germany), and Microlise Limited (UK). The study includes an in-depth competitive analysis of these key players in the trailer telematics market with their company profiles, recent developments, and key market strategies.

Research Coverage

The study's primary objective is to define, describe, and forecast the trailer telematics market by volume and value. The study segments of the Trailer Telematics Market are by component type (telematic control unit, GPS tracking device, sensors), by form type (embedded and integrated), by services (GPS tracking, cold chain monitoring, weight utilization, performance management, predictive and preventive maintenance), by trailer type (refrigerated trailers, dry van trailers, flatbed trailers and others), by application (transportation and logistics, healthcare & pharmaceuticals and others) and by region (Americas, Europe and Asia Pacific). It analyzes the opportunities offered by various market segments to the stakeholders. It tracks and analyzes competitive developments such as market share analysis, joint ventures, acquisitions, and other activities by key industry participants.

The report provides insights on the following pointers:

Analysis of key drivers (Reducing operational costs, strict government regulations, Growing demand for e-trailers), restraints (Lack of awareness and understanding), opportunities (Data monetization and Ecosystem Integration), and challenges (Import of Substandard devices).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the trailer telematics market.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the trailer telematics market

Competitive Assessment: In-depth assessment of market share analysis, growth strategies, and product offerings of leading players in the trailer telematics market, such as CalAmp (US), The Descartes Systems Group Inc. (Canada), Qualcomm Technologies Inc. (US), Omnitracs (US), Wabco Solution Centre (Germany), and Microlise Limited (UK).

The report analyzes the trailer telematics market by package type wise pricing analysis.

The report analyzes the key buying criteria and key stake holders involved in the

market.

The report showcases technological developments such as advance sensors impacting the market.

The report showcases service wise trends in cold chain monitoring and e-commerce segment.

Analysis of markets concerning individual growth trends, prospects, and contributions to the total market.

Analysis of the supply chain analysis, ecosystem analysis, patent analysis, and case study analysis.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 UNITS CONSIDERED
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Secondary sources referred to for determining vehicle sales
 - 2.1.1.2 Secondary sources referred to when estimating market size of trailer telematics
 - 2.1.1.3 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Primary participants
 - 2.1.2.2 Breakdown of primary interviews
 - 2.1.3 SAMPLING TECHNIQUES AND DATA COLLECTION METHODS
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS AND ASSOCIATED RISKS
- 2.5 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN TRAILER TELEMATICS MARKET
- 4.2 TRAILER TELEMATICS MARKET, BY TRAILER TYPE

- 4.3 TRAILER TELEMATICS MARKET, BY SERVICE
- 4.4 TRAILER TELEMATICS MARKET, BY APPLICATION
- 4.5 TRAILER TELEMATICS MARKET, BY OFFERING
- 4.6 TRAILER TELEMATICS MARKET, BY COMPONENT
- 4.7 TRAILER TELEMATICS MARKET, BY REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

- 5.2.1.1 Increased focus on cost-saving and operational efficiency
- 5.2.1.2 Strict government regulations

5.2.2 RESTRAINTS

- 5.2.2.1 Lack of technology awareness in emerging economies

5.2.3 OPPORTUNITIES

- 5.2.3.1 Data monetization
- 5.2.3.2 Rising trend on OE-fitted telematics system in trailers

5.2.4 CHALLENGES

- 5.2.4.1 Sub-standard imported devices

5.3 ECOSYSTEM ANALYSIS

5.4 SUPPLY CHAIN ANALYSIS

5.4.1 OEMS

5.4.2 TECHNOLOGY PROVIDERS

5.4.3 SENSOR MANUFACTURERS

5.4.4 HARDWARE MANUFACTURERS

5.4.5 END USERS

5.5 KEY STAKEHOLDERS AND BUYING CRITERIA

5.5.1 KEY STAKEHOLDERS IN BUYING PROCESS

5.5.2 BUYING CRITERIA

5.6 IMPACT OF AI/GENERATIVE AI ON TRAILER TELEMATICS MARKET

5.6.1 IMPACT OF AI/GENERATIVE AI

5.7 KEY CONFERENCES AND EVENTS

5.8 TECHNOLOGY ANALYSIS

5.8.1 KEY TECHNOLOGIES

5.8.1.1 Solar power

5.8.2 ADJACENT TECHNOLOGIES

5.8.2.1 Advancements in AI, IoT, and machine learning

5.8.3 COMPLEMENTARY TECHNOLOGIES

5.8.3.1 Edge computing

5.9 INVESTMENT AND FUNDING SCENARIO

5.10 PATENT ANALYSIS

5.11 CASE STUDY ANALYSIS

5.11.1 QUEEN TRANSPORTATION ENHANCED FLEET EFFICIENCY AND SAFETY WITH ORBCOMM SOLUTIONS

5.11.2 VIRGINIA DEPARTMENT OF TRANSPORTATION (VDOT) TRANSFORMED FLEET MANAGEMENT WITH CALAMP

5.11.3 ORBCOMM HELPED DUTCH VALLEY FOODS TRANSFORM COLD CHAIN EFFICIENCY

5.12 REGULATORY LANDSCAPE

5.12.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.13 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS

5.14 PRICING ANALYSIS

5.14.1 INDICATIVE AVERAGE SELLING PRICE TREND OF TRAILER TELEMATICS, BY PACKAGE TYPE

5.14.2 INDICATIVE AVERAGE SELLING PRICE TREND OF TRAILER TELEMATICS, BY REGION

6 TRAILER SALES OUTLOOK & TELEMATICS ADOPTION TREND

6.1 INTRODUCTION

6.2 NEW TRAILER SALES

6.3 KEY TRENDS IN TELEMATICS ADOPTION IN TRAILERS ACROSS REGIONS

6.3.1 AMERICAS

6.3.2 EUROPE

6.3.3 ASIA PACIFIC

7 TRAILER TELEMATICS MARKET, BY COMPONENT

7.1 INTRODUCTION

7.2 CONTROL UNITS

7.2.1 ACTIONABLE INSIGHTS GENERATED WITH DATA COLLECTED BY CENTRAL HUB

7.3 GPS TRACKING DEVICES

7.3.1 REAL-TIME TRACKING OF TRAILERS FOR CENTRAL MANAGEMENT, , AND OPTIMIZING SECURITY AND OPERATIONAL EFFICIENCY

7.4 SENSORS

7.4.1 MULTIFUNCTIONAL USE OF SENSORS FOR EFFICIENT TRAILER MONITORING AND MANAGEMENT

7.5 KEY PRIMARY INSIGHTS

8 TRAILER TELEMATICS MARKET, BY OFFERING

8.1 INTRODUCTION

8.2 OEM

8.2.1 FACTORY-INSTALLED INTEGRATION FOR ADVANCED FEATURES TO ENHANCE OPERATIONAL EFFICIENCY AND REGULATORY COMPLIANCE

8.3 AFTERMARKET

8.3.1 EASY INSTALLATION, QUICK TRANSFER BETWEEN VEHICLES, AND LOWER UPFRONT COSTS

8.4 KEY PRIMARY INSIGHTS

9 TRAILER TELEMATICS MARKET, BY SERVICE

9.1 INTRODUCTION

9.2 ASSET MANAGEMENT

9.2.1 CONTINUOUS MONITORING OF TRAILER LOCATION FOR REAL-TIME LOCATION INFORMATION AND HISTORICAL DATA ANALYSIS

9.3 COLD CHAIN MONITORING

9.3.1 GROWTH IN DEMAND FOR PERISHABLE GOODS

9.4 PERFORMANCE MANAGEMENT

9.4.1 NEED TO OPTIMIZE OVERALL OPERATIONAL EFFICIENCY OF TRAILER

9.5 WEIGHT UTILIZATION

9.5.1 LOWER SAFETY RISK INVOLVED AND NEED TO MAINTAIN COMPLIANCE REGULATIONS

9.6 PREDICTIVE & PREVENTIVE MAINTENANCE

9.6.1 DEMAND FOR REDUCED DOWNTIME IN TRAILERS USING SENSOR READINGS AND PAST PERFORMANCE METRICS

9.7 OTHER SERVICES

9.8 KEY PRIMARY INSIGHTS

10 TRAILER TELEMATICS MARKET, BY TRAILER TYPE

10.1 INTRODUCTION

10.2 REFRIGERATED TRAILERS

10.2.1 CONTINUOUS TRACKING OF INTERNAL TEMPERATURE OF TRAILERS

10.3 DRY VAN TRAILERS

10.3.1 GROWTH IN E-COMMERCE & RETAIL LOGISTICS

10.4 FLATBED TRAILERS

10.4.1 NEED TO ENSURE SAFETY DURING HEAVY-LOAD TRANSPORT

10.5 OTHER TRAILER TYPES

10.6 KEY PRIMARY INSIGHTS

11 TRAILER TELEMATICS MARKET, BY APPLICATION

11.1 INTRODUCTION

11.2 TRANSPORTATION & LOGISTICS

11.2.1 NEED FOR EFFICIENT AND CUSTOMIZABLE CARGO TRANSPORT

11.3 HEALTHCARE & PHARMACEUTICALS

11.3.1 MONITORING OF TEMPERATURE-CONTROLLED ENVIRONMENT FOR TRANSPORT OF VACCINES AND SENSITIVE BIOLOGICS

11.4 OTHER APPLICATIONS

11.5 KEY PRIMARY INSIGHTS

12 TRAILER TELEMATICS MARKET, BY REGION

12.1 INTRODUCTION

12.2 ASIA PACIFIC

12.2.1 ASIA PACIFIC: MACROECONOMIC INDICATORS

12.2.2 CHINA

12.2.2.1 Investment in large-scale infrastructure projects

12.2.3 JAPAN

12.2.3.1 Expanding logistics and transportation sector, with surge in e-commerce

12.2.4 INDIA

12.2.4.1 Strong government policies focused on logistics and digitization

12.2.5 SOUTH KOREA

12.2.5.1 Focus on Industry 4.0 and emphasis on increasing operational efficiency

12.2.6 REST OF ASIA PACIFIC

12.3 AMERICAS

12.3.1 AMERICAS: MACROECONOMIC INDICATORS

12.3.2 US

12.3.2.1 Need for efficient cold chain with increasing demand for perishable goods

12.3.3 CANADA

12.3.3.1 Expansion by key players into Canadian market

12.3.4 MEXICO

12.3.4.1 Need for real-time tracking during cross-border trade

12.3.5 BRAZIL

12.3.5.1 Rise in demand for fresh and frozen products and pharmaceutical vaccines

12.3.6 REST OF THE AMERICAS

12.4 EUROPE

12.4.1 EUROPE: MACROECONOMIC INDICATORS

12.4.2 GERMANY

12.4.2.1 OEM partnership with solution providers

12.4.3 FRANCE

12.4.3.1 Flourishing retail and e-commerce industries

12.4.4 SPAIN

12.4.4.1 Increase in global exports

12.4.5 UK

12.4.5.1 Demand for advanced telematics due to presence of key players

12.4.6 ITALY

12.4.6.1 Rising demand for cold chain monitoring

12.4.7 REST OF EUROPE

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021–2024

13.3 MARKET SHARE ANALYSIS, 2023

13.4 REVENUE ANALYSIS, 2019–2023

13.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

13.5.1 STARS

13.5.2 EMERGING LEADERS

13.5.3 PERVASIVE PLAYERS

13.5.4 PARTICIPANTS

13.5.5 COMPANY FOOTPRINT, 2023

13.5.5.1 Company footprint

13.5.5.2 Package type footprint

13.5.5.3 Regional footprint

13.6 COMPANY EVALUATION MATRIX, STARTUPS/SMES, 2024

13.6.1 PROGRESSIVE COMPANIES

13.6.2 RESPONSIVE COMPANIES

13.6.3 DYNAMIC COMPANIES

13.6.4 STARTING BLOCKS

13.6.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES

- 13.6.5.1 Detailed list of key startups/SMEs
- 13.6.5.2 Competitive benchmarking of key startups/SMEs
- 13.7 COMPANY VALUATION AND FINANCIAL METRICS
 - 13.7.1 COMPANY VALUATION
 - 13.7.2 FINANCIAL METRICS
- 13.8 BRAND/PRODUCT COMPARISON
- 13.9 COMPETITIVE SCENARIO AND TRENDS
 - 13.9.1 PRODUCT LAUNCHES
 - 13.9.2 DEALS
 - 13.9.3 EXPANSIONS
 - 13.9.4 OTHER DEVELOPMENTS

14 COMPANY PROFILES

- 14.1 KEY PLAYERS
 - 14.1.1 CALAMP
 - 14.1.1.1 Business overview
 - 14.1.1.2 Products offered
 - 14.1.1.3 Recent developments
 - 14.1.1.3.1 Product launches
 - 14.1.1.4 MnM view
 - 14.1.1.4.1 Key strengths/right to win
 - 14.1.1.4.2 Strategic choices
 - 14.1.1.4.3 Weaknesses and competitive threats
 - 14.1.2 VERIZON CONNECT
 - 14.1.2.1 Business overview
 - 14.1.2.2 Products offered
 - 14.1.2.3 Recent developments
 - 14.1.2.3.1 Product launches & developments
 - 14.1.2.4 MnM view
 - 14.1.2.4.1 Key strengths/right to win
 - 14.1.2.4.2 Strategic choices
 - 14.1.2.4.3 Weaknesses and competitive threats
 - 14.1.3 GEOTAB INC.
 - 14.1.3.1 Business overview
 - 14.1.3.2 Products offered
 - 14.1.3.3 Recent developments
 - 14.1.3.3.1 Product launches & developments
 - 14.1.3.4 MnM view

- 14.1.3.4.1 Key strengths/right to win
- 14.1.3.4.2 Strategic choices
- 14.1.3.4.3 Weaknesses and competitive threats
- 14.1.4 SAMSARA INC.
 - 14.1.4.1 Business overview
 - 14.1.4.2 Products offered
 - 14.1.4.3 Recent developments
 - 14.1.4.3.1 Product launches & developments
 - 14.1.4.3.2 Deals
 - 14.1.4.3.3 Expansions
 - 14.1.4.3.4 Other developments
 - 14.1.4.4 MnM view
 - 14.1.4.4.1 Key strengths/right to win
 - 14.1.4.4.2 Strategic choices
 - 14.1.4.4.3 Weaknesses and competitive threats
- 14.1.5 OMNITRACS
 - 14.1.5.1 Business overview
 - 14.1.5.2 Products/Solutions/Services offered
 - 14.1.5.3 Recent developments
 - 14.1.5.3.1 Product launches & developments
 - 14.1.5.4 MnM view
 - 14.1.5.4.1 Key strengths/right to win
 - 14.1.5.4.2 Strategic choices
 - 14.1.5.4.3 Weaknesses and competitive threats
- 14.1.6 NOVACOM
 - 14.1.6.1 Business overview
 - 14.1.6.2 Products/Solutions/Services offered
 - 14.1.6.3 Recent developments
 - 14.1.6.3.1 Deals
- 14.1.7 CLARIENCE TECHNOLOGIES
 - 14.1.7.1 Business overview
 - 14.1.7.2 Products offered
 - 14.1.7.3 Recent developments
 - 14.1.7.3.1 Product launches & developments
 - 14.1.7.3.2 Deals
 - 14.1.7.3.3 Other developments
- 14.1.8 MICROLISE LIMITED
 - 14.1.8.1 Business overview
 - 14.1.8.2 Products/Solutions/Services offered

- 14.1.8.3 Recent developments
 - 14.1.8.3.1 Product launches & developments
 - 14.1.8.3.2 Deals
- 14.1.9 QUALCOMM TECHNOLOGIES, INC.
 - 14.1.9.1 Business overview
 - 14.1.9.2 Products offered
- 14.1.10 WABCO SOLUTION CENTRE
 - 14.1.10.1 Business overview
 - 14.1.10.2 Products offered
- 14.1.11 THE DESCARTES SYSTEMS GROUP INC
 - 14.1.11.1 Business overview
 - 14.1.11.2 Products offered
- 14.1.12 FLEETPULSE
 - 14.1.12.1 Business overview
 - 14.1.12.2 Products offered
 - 14.1.12.3 Recent developments
 - 14.1.12.3.1 Product launches & developments
 - 14.1.12.3.2 Expansions
 - 14.1.12.3.3 Other developments
- 14.1.13 IDEM TELEMATICS GMBH
 - 14.1.13.1 Business overview
 - 14.1.13.2 Products offered
 - 14.1.13.3 Recent developments
 - 14.1.13.3.1 Product launches & developments
- 14.2 OTHER PLAYERS
 - 14.2.1 SKYBITZ INC.
 - 14.2.2 PHILLIPS CONNECT
 - 14.2.3 KRONE TRAILER
 - 14.2.4 SCHMITZ CARGOBULL
 - 14.2.5 ORBCOMM
 - 14.2.6 FLEETGO
 - 14.2.7 CLS
 - 14.2.8 BPW LIMITED
 - 14.2.9 MIX BY POWERFLEET
 - 14.2.10 TRENDFIRE TECHNOLOGIES
 - 14.2.11 TEN - TRANSPORTATION EQUIPMENT NETWORK
 - 14.2.12 SOLERA HOLDINGS, LLC.
 - 14.2.13 EROAD INC.
 - 14.2.14 HYUNDAI TRANSLEAD

14.2.15 WABASH NATIONAL CORPORATION

14.2.16 CTRACK

15 APPENDIX

15.1 INSIGHTS OF INDUSTRY EXPERTS

15.2 DISCUSSION GUIDE

15.3 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

15.4 CUSTOMIZATION OPTIONS

15.4.1 TRAILER TELEMATICS COMPONENT MARKET, BY TRAILER TYPE

15.4.1.1 Refrigerator trailers

15.4.1.2 Flatbed trailers

15.4.1.3 Dry Van trailers

15.4.1.4 Others

15.4.2 TRAILER TELEMATICS MARKET, BY SERVICE (COUNTRY LEVEL)

15.4.2.1 GPS tracking

15.4.2.2 Cold chain monitoring

15.4.2.3 Weight utilization

15.4.2.4 Performance management

15.4.2.5 Predictive and preventive maintenance

15.5 RELATED REPORTS

15.6 AUTHOR DETAILS

TABLE 1 INCLUSION AND EXCLUSIONS

TABLE 2 CURRENCY EXCHANGE RATES

TABLE 3 RESEARCH ASSUMPTIONS AND ASSOCIATED RISKS

TABLE 4 TRAILER TELEMATICS MARKET: ROLE OF COMPANIES IN ECOSYSTEM

TABLE 5 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TRAILER
TELEMATICS IN TOP APPLICATIONS

TABLE 6 KEY BUYING CRITERIA FOR TRAILER TELEMATICS MARKET, BY KEY
APPLICATION

TABLE 7 TRAILER TELEMATICS MARKET: KEY CONFERENCES AND EVENTS,
2025

TABLE 8 IMPORTANT PATENT REGISTRATIONS RELATED TO TRAILER
TELEMATICS MARKET

TABLE 9 AMERICAS: REGULATORY BODIES, GOVERNMENT AGENCIES, AND
OTHER ORGANIZATIONS

TABLE 10 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND
OTHER ORGANIZATIONS

TABLE 11 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND

OTHER ORGANIZATIONS

TABLE 12 INDICATIVE AVERAGE SELLING PRICE TREND OF TRAILER
TELEMATICS,
BY PACKAGE TYPE, 2021–2023 (USD)

TABLE 13 INDICATIVE AVERAGE SELLING PRICE TREND OF TRAILER
TELEMATICS, BY REGION, 2021–2023 (USD)

TABLE 14 TRAILER TELEMATICS MARKET, BY COMPONENT, 2020–2023 (UNITS)

TABLE 15 TRAILER TELEMATICS MARKET, BY COMPONENT, 2024–2030 (UNITS)

TABLE 16 TRAILER CONTROL UNITS MARKET, BY REGION, 2020–2023 (UNITS)

TABLE 17 TRAILER CONTROL UNITS MARKET, BY REGION, 2024–2030 (UNITS)

TABLE 18 TRAILER GPS TRACKING DEVICES MARKET, BY REGION, 2020–2023
(UNITS)

TABLE 19 TRAILER GPS TRACKING DEVICES MARKET, BY REGION, 2024–2030
(UNITS)

TABLE 20 TRAILER SENSORS MARKET, BY REGION, 2020–2023 (UNITS)

TABLE 21 TRAILER SENSORS MARKET, BY REGION, 2024–2030 (UNITS)

TABLE 22 TRAILER TELEMATICS MARKET, BY OFFERING, 2020–2023 (USD
MILLION)

TABLE 23 TRAILER TELEMATICS MARKET, BY OFFERING, 2024–2030 (USD
MILLION)

TABLE 24 OEM TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD
MILLION)

TABLE 25 OEM TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD
MILLION)

TABLE 26 AFTERMARKET TRAILER TELEMATICS MARKET, BY REGION,

2020–2023 (USD MILLION)

TABLE 27 AFTERMARKET TRAILER TELEMATICS MARKET, BY REGION,

2024–2030 (USD MILLION)

TABLE 28 TRAILER TELEMATICS MARKET, BY SERVICE, 2020–2023 (USD
MILLION)

TABLE 29 TRAILER TELEMATICS MARKET, BY SERVICE, 2024–2030 (USD
MILLION)

TABLE 30 ASSET MANAGEMENT: TRAILER TELEMATICS MARKET, BY REGION,

2020–2023 (USD MILLION)

TABLE 31 ASSET MANAGEMENT: TRAILER TELEMATICS MARKET, BY REGION,
2024–2030 (USD MILLION)

TABLE 32 COLD CHAIN MONITORING: TRAILER TELEMATICS MARKET, BY
REGION,
2020–2023 (USD MILLION)

TABLE 33 COLD CHAIN MONITORING: TRAILER TELEMATICS MARKET, BY
REGION,
2024–2030 (USD MILLION)

TABLE 34 PERFORMANCE MANAGEMENT: TRAILER TELEMATICS MARKET, BY
REGION, 2020–2023 (USD MILLION)
TABLE 35 PERFORMANCE MANAGEMENT: TRAILER TELEMATICS MARKET, BY
REGION, 2024–2030 (USD MILLION)
TABLE 36 WEIGHT UTILIZATION: TRAILER TELEMATICS MARKET, BY REGION,
2020–2023 (USD MILLION)

TABLE 37 WEIGHT UTILIZATION: TRAILER TELEMATICS MARKET, BY REGION,
2024–2030 (USD MILLION)

TABLE 38 PREDICTIVE & PREVENTIVE MAINTENANCE: TRAILER TELEMATICS
MARKET,
BY REGION, 2020–2023 (USD MILLION)
TABLE 39 PREDICTIVE & PREVENTIVE MAINTENANCE: TRAILER TELEMATICS
MARKET,
BY REGION, 2024–2030 (USD MILLION)
TABLE 40 OTHER SERVICES: TRAILER TELEMATICS MARKET, BY REGION,
2020–2023 (USD MILLION)

TABLE 41 OTHER SERVICES: TRAILER TELEMATICS MARKET, BY REGION,

2024–2030 (USD MILLION)

TABLE 42 TRAILER TELEMATICS MARKET, BY TRAILER TYPE, 2020–2023 (USD MILLION)

TABLE 43 TRAILER TELEMATICS MARKET, BY TRAILER TYPE, 2024–2030 (USD MILLION)

TABLE 44 REFRIGERATED TRAILER TELEMATICS MARKET, BY REGION,

2020–2023 (USD MILLION)

TABLE 45 REFRIGERATED TRAILER TELEMATICS MARKET, BY REGION,

2024–2030 (USD MILLION)

TABLE 46 DRY VAN TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 47 DRY VAN TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD MILLION)

TABLE 48 FLATBED TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 49 FLATBED TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD MILLION)

TABLE 50 OTHER TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 51 OTHER TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD MILLION)

TABLE 52 TRAILER TELEMATICS MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 53 TRAILER TELEMATICS MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

TABLE 54 TRANSPORTATION & LOGISTICS: TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 55 TRANSPORTATION & LOGISTICS: TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD MILLION)

TABLE 56 HEALTHCARE & PHARMACEUTICALS: TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 57 HEALTHCARE & PHARMACEUTICALS: TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD MILLION)

TABLE 58 OTHER APPLICATIONS: TRAILER TELEMATICS MARKET, BY REGION,

2020–2023 (USD MILLION)

TABLE 59 OTHER APPLICATIONS: TRAILER TELEMATICS MARKET, BY REGION,

2024–2030 (USD MILLION)

TABLE 60 TRAILER TELEMATICS MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 61 TRAILER TELEMATICS MARKET, BY REGION, 2024–2030 (USD MILLION)

TABLE 62 ASIA PACIFIC: TRAILER TELEMATICS MARKET, BY COUNTRY,

2020–2023 (USD MILLION)

TABLE 63 ASIA PACIFIC: TRAILER TELEMATICS MARKET, BY COUNTRY,

2024–2030 (USD MILLION)

TABLE 64 CHINA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 65 CHINA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 66 JAPAN: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 67 JAPAN: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 68 INDIA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 69 INDIA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 70 SOUTH KOREA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 71 SOUTH KOREA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 72 REST OF ASIA PACIFIC: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 73 REST OF ASIA PACIFIC: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 74 AMERICAS: TRAILER TELEMATICS MARKET, BY COUNTRY,

2020–2023 (USD MILLION)

TABLE 75 AMERICAS: TRAILER TELEMATICS MARKET, BY COUNTRY,

2024–2030 (USD MILLION)

TABLE 76 US: TRAILER TELEMATICS MARKET, BY TRAILER TYPE, 2020–2023 (USD MILLION)

TABLE 77 US: TRAILER TELEMATICS MARKET, BY TRAILER TYPE, 2024–2030 (USD MILLION)

TABLE 78 CANADA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 79 CANADA: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

Trailer Telematics Market by Services (GPS Tracking, Cold Chain Monitoring, Weight Utilization, Performance Ma...

2024–2030 (USD MILLION)

TABLE 80 MEXICO: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 81 MEXICO: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 82 BRAZIL: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 83 BRAZIL: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)TABLE 84 REST OF THE AMERICAS: TRAILER TELEMATICS MARKET, BY
TRAILER TYPE, 2020–2023 (USD MILLION)TABLE 85 REST OF THE AMERICAS: TRAILER TELEMATICS MARKET, BY
TRAILER TYPE, 2024–2030 (USD MILLION)

TABLE 86 EUROPE: TRAILER TELEMATICS MARKET, BY COUNTRY,

2020–2023 (USD MILLION)

TABLE 87 EUROPE: TRAILER TELEMATICS MARKET, BY COUNTRY,

2024–2030 (USD MILLION)

TABLE 88 GERMANY: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2020–2023 (USD MILLION)

TABLE 89 GERMANY: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,

2024–2030 (USD MILLION)

TABLE 90 FRANCE: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,
2020–2023 (USD MILLION)

TABLE 91 FRANCE: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,
2024–2030 (USD MILLION)

TABLE 92 SPAIN: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,
2020–2023 (USD MILLION)

TABLE 93 SPAIN: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,
2024–2030 (USD MILLION)

TABLE 94 UK: TRAILER TELEMATICS MARKET, BY TRAILER TYPE, 2020–2023
(USD MILLION)

TABLE 95 UK: TRAILER TELEMATICS MARKET, BY TRAILER TYPE, 2024–2030
(USD MILLION)

TABLE 96 ITALY: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,
2020–2023 (USD MILLION)

TABLE 97 ITALY: TRAILER TELEMATICS MARKET, BY TRAILER TYPE,
2024–2030 (USD MILLION)

TABLE 98 REST OF EUROPE: TRAILER TELEMATICS MARKET, BY TRAILER
TYPE,
2020–2023 (USD MILLION)

TABLE 99 REST OF EUROPE: TRAILER TELEMATICS MARKET, BY TRAILER
TYPE,
2024–2030 (USD MILLION)

TABLE 100 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021–2024

TABLE 101 DEGREE OF COMPETITION

TABLE 102 TRAILER TELEMATICS MARKET (MANUFACTURERS):
PACKAGE TYPE FOOTPRINT, 2023

TABLE 103 TRAILER TELEMATICS MARKET (MANUFACTURERS): REGIONAL
FOOTPRINT, 2023

TABLE 104 DETAILED LIST OF KEY STARTUPS/SMES, 2024

TABLE 105 COMPETITIVE BENCHMARKING OF STARTUPS/SMES, 2024

TABLE 106 TRAILER TELEMATICS MARKET: PRODUCT LAUNCHES, NOVEMBER
2021–OCTOBER 2024

TABLE 107 TRAILER TELEMATICS MARKET: DEALS, APRIL 2021–JUNE 2024

TABLE 108 TRAILER TELEMATICS MARKET: EXPANSIONS, APRIL
2024–NOVEMBER 2024

TABLE 109 TRAILER TELEMATICS MARKET: OTHER DEVELOPMENTS,
OCTOBER 2023–JULY 2024

TABLE 110 CALAMP: COMPANY OVERVIEW

TABLE 111 CALAMP: PRODUCTS OFFERED

TABLE 112 CALAMP: PRODUCT LAUNCHES

TABLE 113 VERIZON CONNECT: COMPANY OVERVIEW

TABLE 114 VERIZON CONNECT: PRODUCTS OFFERED

TABLE 115 VERIZON CONNECT: PRODUCT LAUNCHES & DEVELOPMENTS

TABLE 116 GEOTAB INC.: COMPANY OVERVIEW

TABLE 117 GEOTAB INC.: PRODUCTS OFFERED

TABLE 118 GEOTAB INC.: PRODUCT LAUNCHES & DEVELOPMENTS

TABLE 119 SAMSARA INC.: COMPANY OVERVIEW

TABLE 120 SAMSARA INC.: PRODUCTS OFFERED

TABLE 121 SAMSARA INC.: PRODUCT LAUNCHES & DEVELOPMENTS

TABLE 122 SAMSARA INC.: DEALS

TABLE 123 SAMSARA INC.: EXPANSIONS

TABLE 124 SAMSARA INC.: OTHER DEVELOPMENTS

TABLE 125 OMNITRACS: COMPANY OVERVIEW

TABLE 126 OMNITRACS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 127 OMNITRACS: PRODUCT LAUNCHES & DEVELOPMENTS

TABLE 128 NOVACOM: COMPANY OVERVIEW

TABLE 129 NOVACOM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 130 NOVACOM: DEALS

TABLE 131 CLARIENCE TECHNOLOGIES: COMPANY OVERVIEW

TABLE 132 CLARIENCE TECHNOLOGIES: PRODUCTS OFFERED

TABLE 133 CLARIENCE TECHNOLOGIES: PRODUCT LAUNCHES &
DEVELOPMENTS

TABLE 134 CLARIENCE TECHNOLOGIES: DEALS
TABLE 135 CLARIENCE TECHNOLOGIES: OTHER DEVELOPMENTS
TABLE 136 MICROLISE LIMITED: COMPANY OVERVIEW
TABLE 137 MICROLISE LIMITED: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 138 MICROLISE LIMITED: PRODUCT LAUNCHES & DEVELOPMENTS
TABLE 139 MICROLISE LIMITED: DEALS
TABLE 140 QUALCOMM TECHNOLOGIES, INC.: COMPANY OVERVIEW
TABLE 141 QUALCOMM TECHNOLOGIES, INC.: PRODUCTS OFFERED
TABLE 142 WABCO SOLUTION CENTRE: COMPANY OVERVIEW
TABLE 143 WABCO SOLUTION CENTRE: PRODUCTS OFFERED
TABLE 144 THE DESCARTES SYSTEMS GROUP INC: COMPANY OVERVIEW
TABLE 145 THE DESCARTES SYSTEMS GROUP INC.: PRODUCTS OFFERED
TABLE 146 FLEETPULSE: COMPANY OVERVIEW
TABLE 147 FLEETPULSE: PRODUCTS OFFERED
TABLE 148 FLEETPULSE: PRODUCT LAUNCHES & DEVELOPMENTS
TABLE 149 FLEETPULSE: EXPANSIONS
TABLE 150 FLEETPULSE: OTHER DEVELOPMENTS
TABLE 151 IDEM TELEMATICS GMBH: COMPANY OVERVIEW
TABLE 152 IDEM TELEMATICS GMBH: PRODUCTS OFFERED
TABLE 153 IDEM TELEMATICS GMBH: PRODUCT LAUNCHES & DEVELOPMENTS
TABLE 154 SKYBITZ INC.: COMPANY OVERVIEW
TABLE 155 PHILLIPS CONNECT: COMPANY OVERVIEW
TABLE 156 KRONE TRAILER: COMPANY OVERVIEW
TABLE 157 SCHMITZ CARGOBULL: COMPANY OVERVIEW
TABLE 158 ORBCOMM: COMPANY OVERVIEW
TABLE 159 FLEETGO: COMPANY OVERVIEW
TABLE 160 CLS: COMPANY OVERVIEW
TABLE 161 BPW LIMITED: COMPANY OVERVIEW
TABLE 162 MIX BY POWERFLEET: COMPANY OVERVIEW
TABLE 163 TRENDFIRE TECHNOLOGIES: COMPANY OVERVIEW
TABLE 164 TEN - TRANSPORTATION EQUIPMENT NETWORK: COMPANY OVERVIEW
TABLE 165 SOLERA HOLDINGS, LLC.: COMPANY OVERVIEW
TABLE 166 EROAD INC.: COMPANY OVERVIEW
TABLE 167 HYUNDAI TRANSLEAD: COMPANY OVERVIEW
TABLE 168 WABASH NATIONAL CORPORATION: COMPANY OVERVIEW
TABLE 169 CTRACK: COMPANY OVERVIEW 187 _

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