

# **Driver Behaviour Management Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application**

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## **Abstracts**

### **Driver Behaviour Management Market Overview**

The Driver Behaviour Management Market is poised for significant growth from 2025 to 2030, driven by increasing demand for fleet safety, regulatory compliance, and advancements in telematics and AI technologies. The market focuses on monitoring and improving driver behavior to enhance road safety, reduce fuel consumption, and optimize fleet operations. Key applications include logistics, public transportation, and other sectors, with end-use industries ranging from transportation to construction.

### **Market Size and Growth**

The global Driver Behaviour Management Market was valued at approximately \$1.2 billion in 2025 and is projected to grow at a CAGR of 10.5% from 2025 to 2030, reaching an estimated \$2.0 billion by 2030. This growth is fueled by the increasing adoption of telematics solutions, stringent government regulations, and the rising need for cost-effective fleet management.

### **Market Share & Trends Analysis**

#### **By Product Type**

The market is segmented into hardware, software, and services. The software segment dominates with a market share of 45%-50% in 2025, driven by the demand for advanced analytics and real-time monitoring solutions. The hardware segment is expected to grow at a CAGR of 8%-10%, while the services segment is projected to grow at 12%-15% due to increasing demand for installation and maintenance services.

#### **By Key Players**

The market is highly competitive, with key players including:

TrackoBit  
Trakm8  
Euristiq  
Mojio  
GreenRoad  
LogiNext  
Smart Eye  
Teletrac Navman  
Chevin  
Trinetra Wireless  
Prolius  
Linxio  
Avenga  
Taabi  
Gurtam  
Michelin  
AssetWorks  
EROAD  
Optix

These companies are focusing on product innovation, strategic partnerships, and mergers & acquisitions to strengthen their market position.

#### By Process

The market is divided into real-time monitoring, data analytics, and reporting. The real-time monitoring segment holds the largest share at 40%-45%, driven by the need for immediate feedback and corrective actions. The data analytics segment is expected to grow at a CAGR of 12%-14%, owing to the increasing use of AI and machine learning for predictive analysis.

#### By Application

The market is segmented into logistics, public transportation, and others. The logistics segment dominates with a market share of 50%-55%, driven by the need for efficient fleet management and cost reduction. The public transportation segment is expected to grow at a CAGR of 9%-11%, fueled by government initiatives to improve road safety.

#### By End-Use

The market caters to various industries, including transportation, construction, and

others. The transportation sector holds the largest share at 60%-65%, driven by the increasing adoption of telematics solutions. The construction sector is projected to grow at a CAGR of 7%-9%, owing to the need for monitoring heavy vehicle operations.

### By Region

Geographically, the market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. North America leads the market with a share of 35%-40%, driven by stringent regulations and the presence of key players. The Asia-Pacific region is expected to grow at the highest CAGR of 13%-15%, fueled by rapid urbanization and increasing adoption of telematics solutions.

### Market News on Policy and Companies

Recent developments in the Driver Behaviour Management Market include:

In 2025, Teletrac Navman launched a new AI-powered driver behavior monitoring system, enhancing real-time feedback and predictive analytics capabilities.

In 2025, the European Union introduced stricter regulations on fleet safety, mandating the use of advanced driver behavior management systems in commercial vehicles.

Mojio partnered with Michelin in 2025 to integrate tire pressure monitoring with driver behavior analytics, improving overall vehicle safety.

In 2025, TrackoBit acquired Linxio to expand its product portfolio and strengthen its presence in the Asia-Pacific region.

### Segment Forecasts (2025 - 2030)

The Driver Behaviour Management Market is expected to witness significant growth across all segments:

The software segment is projected to grow at a CAGR of 11%-13%, driven by advancements in AI and machine learning.

The logistics segment is expected to maintain its dominance, growing at a CAGR of 10%-12%.

The Asia-Pacific region is anticipated to be the fastest-growing market, with a CAGR of 13%-15%.

### Conclusion

The Driver Behaviour Management Market is set to experience robust growth from 2025 to 2030, driven by technological advancements, regulatory compliance, and increasing

demand for fleet safety. Key players are focusing on innovation and strategic partnerships to capitalize on emerging opportunities. With the Asia-Pacific region leading the growth, the market is poised for significant expansion across all segments.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

6.1 Upstream/Suppliers Analysis

6.2 Driver Behaviour Management Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

7.1 Latest News

7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

## **CHAPTER 8 HISTORICAL AND FORECAST DRIVER BEHAVIOUR MANAGEMENT MARKET IN NORTH AMERICA (2020-2030)**

8.1 Driver Behaviour Management Market Size

8.2 Driver Behaviour Management Market by End Use

8.3 Competition by Players/Suppliers

8.4 Driver Behaviour Management Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

## **CHAPTER 9 HISTORICAL AND FORECAST DRIVER BEHAVIOUR MANAGEMENT MARKET IN SOUTH AMERICA (2020-2030)**

9.1 Driver Behaviour Management Market Size

9.2 Driver Behaviour Management Market by End Use

9.3 Competition by Players/Suppliers

9.4 Driver Behaviour Management Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

## **CHAPTER 10 HISTORICAL AND FORECAST DRIVER BEHAVIOUR MANAGEMENT MARKET IN ASIA & PACIFIC (2020-2030)**

10.1 Driver Behaviour Management Market Size

10.2 Driver Behaviour Management Market by End Use

10.3 Competition by Players/Suppliers

10.4 Driver Behaviour Management Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

## **CHAPTER 11 HISTORICAL AND FORECAST DRIVER BEHAVIOUR MANAGEMENT MARKET IN EUROPE (2020-2030)**

- 11.1 Driver Behaviour Management Market Size
- 11.2 Driver Behaviour Management Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Driver Behaviour Management Market Size by Type
- 11.5 Key Countries Analysis
  - 11.5.1 Germany
  - 11.5.2 France
  - 11.5.3 United Kingdom
  - 11.5.4 Italy
  - 11.5.5 Spain
  - 11.5.6 Belgium
  - 11.5.7 Netherlands
  - 11.5.8 Austria
  - 11.5.9 Poland
  - 11.5.10 Russia

## **CHAPTER 12 HISTORICAL AND FORECAST DRIVER BEHAVIOUR MANAGEMENT MARKET IN MEA (2020-2030)**

- 12.1 Driver Behaviour Management Market Size
- 12.2 Driver Behaviour Management Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Driver Behaviour Management Market Size by Type
- 12.5 Key Countries Analysis
  - 12.5.1 Egypt
  - 12.5.2 Israel
  - 12.5.3 South Africa
  - 12.5.4 Gulf Cooperation Council Countries
  - 12.5.5 Turkey

## **CHAPTER 13 SUMMARY FOR GLOBAL DRIVER BEHAVIOUR MANAGEMENT MARKET (2020-2025)**

- 13.1 Driver Behaviour Management Market Size
- 13.2 Driver Behaviour Management Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Driver Behaviour Management Market Size by Type

## **CHAPTER 14 GLOBAL DRIVER BEHAVIOUR MANAGEMENT MARKET FORECAST (2025-2030)**

- 14.1 Driver Behaviour Management Market Size Forecast
- 14.2 Driver Behaviour Management Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Driver Behaviour Management Type Forecast

## **CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS**

- 15.1 TrackoBit
  - 15.1.1 Company Profile
  - 15.1.2 Main Business and Driver Behaviour Management Information
  - 15.1.3 SWOT Analysis of TrackoBit
  - 15.1.4 TrackoBit Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)
- 15.2 Trakm8
  - 15.2.1 Company Profile
  - 15.2.2 Main Business and Driver Behaviour Management Information
  - 15.2.3 SWOT Analysis of Trakm8
  - 15.2.4 Trakm8 Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)
- 15.3 Euristiq
  - 15.3.1 Company Profile
  - 15.3.2 Main Business and Driver Behaviour Management Information
  - 15.3.3 SWOT Analysis of Euristiq
  - 15.3.4 Euristiq Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)
- 15.4 Mojio
  - 15.4.1 Company Profile
  - 15.4.2 Main Business and Driver Behaviour Management Information
  - 15.4.3 SWOT Analysis of Mojio
  - 15.4.4 Mojio Driver Behaviour Management Revenue, Gross Margin and Market Share



(2020-2025)

#### 15.5 GreenRoad

15.5.1 Company Profile

15.5.2 Main Business and Driver Behaviour Management Information

15.5.3 SWOT Analysis of GreenRoad

15.5.4 GreenRoad Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)

#### 15.6 LogiNext

15.6.1 Company Profile

15.6.2 Main Business and Driver Behaviour Management Information

15.6.3 SWOT Analysis of LogiNext

15.6.4 LogiNext Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)

#### 15.7 Smart Eye

15.7.1 Company Profile

15.7.2 Main Business and Driver Behaviour Management Information

15.7.3 SWOT Analysis of Smart Eye

15.7.4 Smart Eye Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)

#### 15.8 Teletrac Navman

15.8.1 Company Profile

15.8.2 Main Business and Driver Behaviour Management Information

15.8.3 SWOT Analysis of Teletrac Navman

15.8.4 Teletrac Navman Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)

#### 15.9 Chevin

15.9.1 Company Profile

15.9.2 Main Business and Driver Behaviour Management Information

15.9.3 SWOT Analysis of Chevin

15.9.4 Chevin Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)

#### 15.10 Trinetra Wireless

15.10.1 Company Profile

15.10.2 Main Business and Driver Behaviour Management Information

15.10.3 SWOT Analysis of Trinetra Wireless

15.10.4 Trinetra Wireless Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)

#### 15.11 Prolius

15.11.1 Company Profile

15.11.2 Main Business and Driver Behaviour Management Information
15.11.3 SWOT Analysis of Prolius
15.11.4 Prolius Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)
15.12 Linxio
15.12.1 Company Profile
15.12.2 Main Business and Driver Behaviour Management Information
15.12.3 SWOT Analysis of Linxio
15.12.4 Linxio Driver Behaviour Management Revenue, Gross Margin and Market Share (2020-2025)
Please ask for sample pages for full companies list
Tables and Figures
Table Abbreviation and Acronyms
Table Research Scope of Driver Behaviour Management Report
Table Data Sources of Driver Behaviour Management Report
Table Major Assumptions of Driver Behaviour Management Report
Figure Market Size Estimated Method
Figure Major Forecasting Factors
Figure Driver Behaviour Management Picture
Table Driver Behaviour Management Classification
Table Driver Behaviour Management Applications
Table Drivers of Driver Behaviour Management Market
Table Restraints of Driver Behaviour Management Market
Table Opportunities of Driver Behaviour Management Market
Table Threats of Driver Behaviour Management Market
Table Covid-19 Impact For Driver Behaviour Management Market
Table Raw Materials Suppliers
Table Different Production Methods of Driver Behaviour Management
Table Cost Structure Analysis of Driver Behaviour Management
Table Key End Users
Table Latest News of Driver Behaviour Management Market
Table Merger and Acquisition
Table Planned/Future Project of Driver Behaviour Management Market
Table Policy of Driver Behaviour Management Market
Table 2020-2030 North America Driver Behaviour Management Market Size
Figure 2020-2030 North America Driver Behaviour Management Market Size and CAGR
Table 2020-2030 North America Driver Behaviour Management Market Size by Application

Table 2020-2025 North America Driver Behaviour Management Key Players Revenue

Table 2020-2025 North America Driver Behaviour Management Key Players Market Share

Table 2020-2030 North America Driver Behaviour Management Market Size by Type

Table 2020-2030 United States Driver Behaviour Management Market Size

Table 2020-2030 Canada Driver Behaviour Management Market Size

Table 2020-2030 Mexico Driver Behaviour Management Market Size

Table 2020-2030 South America Driver Behaviour Management Market Size

Figure 2020-2030 South America Driver Behaviour Management Market Size and CAGR

Table 2020-2030 South America Driver Behaviour Management Market Size by Application

Table 2020-2025 South America Driver Behaviour Management Key Players Revenue

Table 2020-2025 South America Driver Behaviour Management Key Players Market Share

Table 2020-2030 South America Driver Behaviour Management Market Size by Type

Table 2020-2030 Brazil Driver Behaviour Management Market Size

Table 2020-2030 Argentina Driver Behaviour Management Market Size

Table 2020-2030 Chile Driver Behaviour Management Market Size

Table 2020-2030 Peru Driver Behaviour Management Market Size

Table 2020-2030 Asia & Pacific Driver Behaviour Management Market Size

Figure 2020-2030 Asia & Pacific Driver Behaviour Management Market Size and CAGR

Table 2020-2030 Asia & Pacific Driver Behaviour Management Market Size by Application

Table 2020-2025 Asia & Pacific Driver Behaviour Management Key Players Revenue

Table 2020-2025 Asia & Pacific Driver Behaviour Management Key Players Market Share

Table 2020-2030 Asia & Pacific Driver Behaviour Management Market Size by Type

Table 2020-2030 China Driver Behaviour Management Market Size

Table 2020-2030 India Driver Behaviour Management Market Size

Table 2020-2030 Japan Driver Behaviour Management Market Size

Table 2020-2030 South Korea Driver Behaviour Management Market Size

Table 2020-2030 Southeast Asia Driver Behaviour Management Market Size

Table 2020-2030 Australia Driver Behaviour Management Market Size

Table 2020-2030 Europe Driver Behaviour Management Market Size

Figure 2020-2030 Europe Driver Behaviour Management Market Size and CAGR

Table 2020-2030 Europe Driver Behaviour Management Market Size by Application

Table 2020-2025 Europe Driver Behaviour Management Key Players Revenue

Table 2020-2025 Europe Driver Behaviour Management Key Players Market Share

Table 2020-2030 Europe Driver Behaviour Management Market Size by Type
Table 2020-2030 Germany Driver Behaviour Management Market Size
Table 2020-2030 France Driver Behaviour Management Market Size
Table 2020-2030 United Kingdom Driver Behaviour Management Market Size
Table 2020-2030 Italy Driver Behaviour Management Market Size
Table 2020-2030 Spain Driver Behaviour Management Market Size
Table 2020-2030 Belgium Driver Behaviour Management Market Size
Table 2020-2030 Netherlands Driver Behaviour Management Market Size
Table 2020-2030 Austria Driver Behaviour Management Market Size
Table 2020-2030 Poland Driver Behaviour Management Market Size
Table 2020-2030 Russia Driver Behaviour Management Market Size
Table 2020-2030 MEA Driver Behaviour Management Market Size
Figure 2020-2030 MEA Driver Behaviour Management Market Size and CAGR
Table 2020-2030 MEA Driver Behaviour Management Market Size by Application
Table 2020-2025 MEA Driver Behaviour Management Key Players Revenue
Table 2020-2025 MEA Driver Behaviour Management Key Players Market Share
Table 2020-2030 MEA Driver Behaviour Management Market Size by Type
Table 2020-2030 Egypt Driver Behaviour Management Market Size
Table 2020-2030 Israel Driver Behaviour Management Market Size
Table 2020-2030 South Africa Driver Behaviour Management Market Size
Table 2020-2030 Gulf Cooperation Council Countries Driver Behaviour Management Market Size
Table 2020-2030 Turkey Driver Behaviour Management Market Size
Table 2020-2025 Global Driver Behaviour Management Market Size by Region
Table 2020-2025 Global Driver Behaviour Management Market Size Share by Region
Table 2020-2025 Global Driver Behaviour Management Market Size by Application
Table 2020-2025 Global Driver Behaviour Management Market Share by Application
Table 2020-2025 Global Driver Behaviour Management Key Vendors Revenue
Figure 2020-2025 Global Driver Behaviour Management Market Size and Growth Rate
Table 2020-2025 Global Driver Behaviour Management Key Vendors Market Share
Table 2020-2025 Global Driver Behaviour Management Market Size by Type
Table 2020-2025 Global Driver Behaviour Management Market Share by Type
Table 2025-2030 Global Driver Behaviour Management Market Size by Region
Table 2025-2030 Global Driver Behaviour Management Market Size Share by Region
Table 2025-2030 Global Driver Behaviour Management Market Size by Application
Table 2025-2030 Global Driver Behaviour Management Market Share by Application
Table 2025-2030 Global Driver Behaviour Management Key Vendors Revenue
Figure 2025-2030 Global Driver Behaviour Management Market Size and Growth Rate
Table 2025-2030 Global Driver Behaviour Management Key Vendors Market Share

Table 2025-2030 Global Driver Behaviour Management Market Size by Type  
Table 2025-2030 Driver Behaviour Management Global Market Share by Type

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