

Automotive Data Market Forecasts to 2034 – Global Analysis By Data Type (Vehicle Operational Data, Telematics Data, Sensor Data, ADAS & Autonomous Driving Data, Infotainment Data, Navigation & Location Data, Driver Behavior Data, Vehicle Health & Diagnostics Data, and Environmental Data), Data Source, Vehicle Type, Propulsion, Deployment Mode, Data Ownership, Application, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Automotive Data Market is accounted for \$10.0 billion in 2026 and is expected to reach \$27.9 billion by 2034 growing at a CAGR of 13.6% during the forecast period. Automotive data encompasses the vast amount of information generated by vehicles, including telemetry data, vehicle diagnostics, driver behavior, location data, infotainment usage, and environmental conditions collected through onboard sensors, telematics systems, and connected vehicle platforms. This data is utilized across applications including predictive maintenance, usage-based insurance, fleet management, autonomous driving development, mobility services, and vehicle lifecycle management. The market serves internal combustion engine vehicles, hybrid electric vehicles, plug-in hybrid electric vehicles, battery electric vehicles, and fuel cell electric vehicles across on-premises, cloud, and hybrid deployment modes. Growing vehicle connectivity, increasing adoption of telematics, expanding electric vehicle penetration, and rising demand for data-driven mobility services are key drivers of market expansion across all regions.

Market Dynamics:

Driver:

Increasing vehicle connectivity and telematics adoption

The rapid growth of connected vehicle technologies and expanding telematics adoption are primary drivers for the automotive data market. Modern vehicles are equipped with multiple connectivity modules enabling real-time data transmission to automakers, service providers, and fleet operators. The proliferation of embedded modems, smartphone integration, and vehicle-to-everything communication is generating unprecedented data volumes. Fleet operators are adopting telematics for vehicle tracking, driver monitoring, and operational optimization. Consumers are increasingly using connected services for navigation, remote diagnostics, and infotainment. As vehicle connectivity becomes standard across all vehicle segments, data generation and collection continue accelerating, sustaining strong market growth.

Restraint:

Data privacy concerns and regulatory compliance

Growing consumer concerns about data privacy and the complex regulatory landscape governing automotive data represent a major restraint for the market. Vehicles collect sensitive information including location data, driving behavior, and personal preferences, raising privacy implications. Regulatory frameworks including GDPR and evolving data protection laws impose strict requirements on data collection, processing, and storage. Data ownership and usage rights remain unsettled, creating legal uncertainty. Consumer consent requirements affect data collection scope. Compliance with multiple regulations across jurisdictions creates operational complexity. These privacy and regulatory challenges may limit data collection and usage, affecting market growth and service development.

Opportunity:

Emergence of new data-driven business models and mobility services

The expansion of mobility services and development of new data-driven business models presents significant opportunities for the automotive data market. Usage-based insurance models leveraging telematics data are expanding. Fleet management services using real-time data optimize operations and reduce costs. Shared mobility

platforms utilize vehicle data for fleet optimization. Predictive maintenance services generate value from vehicle health data. New mobility-as-a-service offerings depend on comprehensive data infrastructure. As new business models emerge and service providers recognize data value, automotive data monetization captures growing market share, expanding the addressable market.

Threat:

Competition from technology companies and data fragmentation

Competition from technology companies entering the automotive sector and data fragmentation across vehicle manufacturers pose significant threats to the automotive data market. Technology companies with established data infrastructure and analytics capabilities are competing with traditional automotive players. Multiple automakers with proprietary data formats create fragmentation, limiting data interoperability and value extraction. Data access limitations may prevent third-party service providers from fully utilizing data. Competition for data control and ownership may slow service development. This fragmentation and competitive pressure may limit market growth and slow value creation.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the automotive data market. Vehicle sales declined during lockdowns, affecting the number of connected vehicles entering service. Fleet operations were disrupted, affecting telematics data generation. However, the pandemic accelerated focus on digital services and remote operations, driving interest in vehicle data solutions. Logistics and delivery fleets expanded, increasing telematics adoption. Post-pandemic, vehicle sales recovery and continued connectivity investment have supported market growth, with data-driven services gaining importance in automotive ecosystems.

The Battery Electric Vehicles (BEVs) segment is expected to be the largest during the forecast period

The Battery Electric Vehicles (BEVs) segment is expected to account for the largest market share during the forecast period, driven by the rapid growth of electric vehicle adoption, the high data generation of EV platforms, and the integration of advanced connectivity features in EVs. BEVs incorporate sophisticated battery management systems, energy optimization algorithms, and extensive sensor suites that generate

substantial telemetry data. The segment benefits from advanced vehicle architectures supporting over-the-air updates and cloud connectivity. Growing EV production volumes and expansion of charging infrastructure create significant data generation opportunities. As EV adoption accelerates, BEVs maintain the largest propulsion segment share throughout the forecast period.

The Cloud segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Cloud segment is predicted to witness the highest growth rate, fueled by the advantages of cloud deployment for scalable data storage, advanced analytics, real-time processing, and accessibility across distributed vehicle fleets. Cloud platforms enable processing of massive data volumes from millions of vehicles with flexible capacity. Integration with third-party applications and services supports ecosystem growth. Advanced analytics including artificial intelligence and machine learning require cloud computing capabilities. As data volumes grow and automotive services become increasingly cloud-based, cloud deployment delivers the fastest market growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high vehicle connectivity penetration, strong telematics adoption, and established automotive data services ecosystems. The United States leads regional market growth with substantial investment in connected vehicle technologies and data services. Strong presence of technology companies, telematics providers, and data analytics firms creates innovation. Fleet telematics adoption in logistics and commercial segments drives demand. Consumer acceptance of connected services supports data generation. With established ecosystems and high technology adoption, North America maintains its dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rapid vehicle production growth, expanding connected vehicle adoption, and rising automotive data services investment across countries including China, India, Japan, and Southeast Asia. The region's large and growing vehicle population creates substantial data generation. China leads connected vehicle deployment and electric vehicle adoption. Increasing telematics adoption in fleet operations supports data demand. Government policies promoting digitalization and

smart mobility accelerate data ecosystem development. As vehicle connectivity expands and data services evolve, Asia Pacific delivers the fastest automotive data market growth globally.

Key players in the market

Some of the key players in Automotive Data Market include Robert Bosch GmbH, Continental AG, DENSO Corporation, Aptiv PLC, HERE Technologies, TomTom N.V., Harman International, Geotab Inc., Verizon Connect, Samsara Inc., Amazon Web Services, Inc., Microsoft Corporation, Google LLC, Qualcomm Incorporated, NXP Semiconductors N.V., and BlackBerry Limited.

Key Developments:

In June 2026, Qualcomm and Google introduced their AAOS-SDV virtual SoC platform on Google Cloud, allowing developers to simulate Snapdragon Digital Chassis silicon behavior in cloud environments before physically deploying software to vehicles.

In April 2026, HERE Technologies announced at Auto China that its location data and AI-powered mapping solutions power 238 million vehicles worldwide, including over 63 million vehicles utilizing HERE data for driver assistance and autonomous driving.

In March 2026, Samsara unveiled its Winter product updates for its Connected Operations Cloud platform, integrating AI voice transcription for inspection reports, dual-AI multicam hubs supporting up to 10 camera feeds, and automated weather-based safety settings.

In February 2026, BlackBerry announced that its QNX software reached a deployment footprint of over 275 million vehicles worldwide, driven by data-processing and real-time operating system design wins across major platforms including BMW's Neue Klasse.

Data Types Covered:

Vehicle Operational Data

Telematics Data

Sensor Data

ADAS and Autonomous Driving Data

Infotainment Data

Navigation and Location Data

Driver Behavior Data

Vehicle Health and Diagnostics Data

Environmental Data

Data Sources Covered:

Electronic Control Units (ECUs)

Cameras

Radar

LiDAR

Ultrasonic Sensors

GNSS/GPS Systems

Telematics Control Units (TCUs)

Infotainment Systems

Vehicle-to-Everything (V2X) Systems

Vehicle Types Covered:

Passenger Cars

Light Commercial Vehicles (LCVs)

Heavy Commercial Vehicles (HCVs)

Buses and Coaches

Off-Highway Vehicles

Propulsions Covered:

Internal Combustion Engine (ICE) Vehicles

Hybrid Electric Vehicles (HEVs)

Plug-in Hybrid Electric Vehicles (PHEVs)

Battery Electric Vehicles (BEVs)

Fuel Cell Electric Vehicles (FCEVs)

Deployment Modes Covered:

On-Premises

Cloud

Hybrid

Data Ownerships Covered:

Vehicle Owner

Automotive OEM

Fleet Owner

Mobility Service Provider

Third-Party Data Provider

Applications Covered:

Predictive Maintenance

Fleet Management

Usage-Based Insurance (UBI)

Remote Diagnostics

Driver Behavior Analytics

Traffic and Mobility Management

Infotainment and Personalized Services

Autonomous Driving

Safety and Security Management

Warranty Analytics

End Users Covered:

Automotive OEMs

Tier-1 Suppliers

Fleet Operators

Mobility Service Providers

Insurance Companies

Automotive Dealers

Government and Transportation Authorities

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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