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Connected Truck Telematics Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software and Services), Vehicle Type, Propulsion Type, Communication Technology, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Connected Truck Telematics Market is accounted for $27.46 billion in 2025 and is expected to reach $48.76 billion by 2032 growing at a CAGR of 8.55% during the forecast period. Connected truck telematics plays a crucial role in reshaping the transportation sector by delivering real-time tracking, intelligent data insights, and enhanced operational control. By combining GPS, sensors, telematics modules, and cloud-driven platforms, these solutions streamline fleet operations with better route optimization, fuel savings, and driver performance management. They also support predictive maintenance, reducing unexpected breakdowns and extending vehicle lifespan. With growing integration of IoT and high-speed 5G networks, telematics solutions enable fleets to access actionable analytics. Increasing emphasis on supply chain efficiency, government regulations, and sustainability goals is accelerating global adoption, positioning connected truck telematics as a vital technology for the future.

According to DTNA, their telematics platform—Detroit Connect—has connected over 300,000 trucks, and these vehicles collectively transmit approximately 80 million messages per day. This data includes fault codes, performance metrics, GPS location, and other operational insights that help fleets optimize uptime and safety.

Market Dynamics:

Driver:

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Rising demand for fleet efficiency and cost reduction

Efficiency improvements and cost savings strongly drive the expansion of connected truck telematics. Transport operators and logistics providers seek advanced solutions to lower expenses while maximizing fleet performance. By integrating GPS tracking, driver behavior monitoring, and route optimization tools, telematics systems help minimize fuel costs and vehicle wear. Additionally, predictive maintenance prevents unexpected breakdowns, further controlling repair spending. With growing competition in supply chains, businesses increasingly value real-time data that supports better decision-making and resource allocation. The ability to gain actionable insights through data analytics ensures fleets operate more effectively, fueling steady market growth worldwide.

Restraint:

High implementation and maintenance costs

High initial and recurring expenses represent a major challenge to the connected truck telematics industry. Fleet operators, particularly smaller firms, often find it difficult to afford the purchase and installation of telematics hardware, sensors, and onboard systems. Beyond installation, costs tied to cloud subscriptions, data management, and software maintenance place additional strain on budgets. For businesses already operating under competitive pricing and tight profit margins, these financial hurdles hinder adoption. While telematics can reduce fuel and maintenance expenses in the long run, the upfront and ongoing investments slow its uptake, especially within cost-conscious operators across emerging and developing regions.

Opportunity:

Rising focus on green and sustainable transportation

Sustainability initiatives are creating new growth prospects for connected truck telematics worldwide. With stricter emission regulations and rising consumer demand for greener practices, fleets are turning to telematics to track fuel consumption, reduce idle time, and design eco-friendly routes. These measures lower carbon footprints while delivering cost benefits. The adoption of hybrid and electric trucks further expands telematics applications, as systems can optimize battery use and charging cycles. By enabling transport companies to align with environmental standards, telematics

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enhances both compliance and brand value. As sustainability becomes a central business priority, eco-focused telematics adoption is expected to rise significantly.

Threat:

Cybersecurity risks and data breaches

The growing risk of hacking and cyberattacks remains a key threat for connected truck telematics adoption. These systems process valuable information such as vehicle tracking, shipment details, and driver data, making them prime targets for cybercriminals. Successful breaches could expose fleets to cargo theft, regulatory non-compliance, or loss of trust among customers. With expanding IoT integration and cloud-based solutions, the likelihood of data misuse has increased. Businesses must implement advanced cybersecurity frameworks, yet this adds complexity and expense. If data security concerns persist, many operators may hesitate to adopt telematics, limiting its growth potential and damaging long-term industry credibility.

Covid-19 Impact:

COVID-19 created both challenges and opportunities for the connected truck telematics market. During the early phase, global lockdowns and disrupted supply chains delayed hardware production, system integration, and new telematics projects. Financial uncertainty forced several fleet operators to postpone investments. Yet, the pandemic also emphasized the necessity of digital tools in logistics. The growth of e-commerce, essential deliveries, and demand for safer, contactless operations boosted reliance on telematics. These systems supported route planning, compliance monitoring, and fleet efficiency under crisis conditions. In the long term, COVID-19 accelerated awareness of the benefits of real-time fleet management, strengthening adoption across the transportation sector.

The hardware segment is expected to be the largest during the forecast period

The hardware segment is expected to account for the largest market share during the forecast period because it provides the core structure for system operations. Essential devices like sensors, control units, GPS trackers, and diagnostic modules ensure accurate data collection and seamless connectivity between vehicles and management systems. These hardware elements enable monitoring of driver activity, vehicle health, and fuel usage, which are critical to fleet efficiency. Since software and services rely on hardware to function, it stands as the foundation of telematics deployment. With

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increasing adoption of intelligent transportation and safety-focused solutions, hardware continues to be the most vital component driving market utilization.

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

Over the forecast period, the electric segment is predicted to witness the highest growth rate, driven by accelerating adoption of clean and sustainable transport solutions. Stricter environmental norms and government policies promoting zero-emission vehicles encourage fleets to adopt electric models, boosting demand for telematics systems. These solutions assist in tracking energy usage, managing charging schedules, and analyzing battery health to enhance overall efficiency. Fleet operators benefit from predictive insights that improve uptime, extend vehicle lifespan, and ensure eco-friendly operations. With electrification rapidly transforming logistics, telematics integration has become vital, positioning the electric segment as the fastest-expanding part of the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, owing to its well-established logistics industry, strong digital infrastructure, and early adoption of advanced technologies. The region enforces strict transportation regulations, such as electronic logging and emission compliance, which drive widespread telematics implementation. Companies increasingly rely on real-time tracking, safety monitoring, and predictive insights to improve operational performance. High IoT penetration and reliable network connectivity support seamless telematics integration. Furthermore, the presence of leading global telematics vendors and innovative fleet operators strengthens the market. These factors collectively ensure North America maintains the largest share and continues to shape industry growth.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, supported by rising logistics demand, booming e-commerce, and digital transformation. Countries like China, India, and Japan are at the forefront of implementing smart mobility projects, which boost telematics adoption in fleets. Rapid urbanization and trade expansion require efficient transportation systems, and telematics provides solutions for real-time tracking, driver safety, and fuel optimization. Strong government policies promoting sustainability and intelligent transport further strengthen adoption. With increasing fleet sizes, growing awareness, and advances in

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connectivity, Asia-Pacific is emerging as the fastest-expanding market for connected truck telematics globally.

Key players in the market

Some of the key players in Connected Truck Telematics Market include Trimble, Scania AB, Meritor WABCO, Bendix Commercial Vehicles Systems LLC, DAF, Peloton Technology, Daimler AG, AB Volvo, Continental AG, Robert Bosch GmbH, Aptiv PLC, Denso Corporation, ZF Friedrichshafen AG, Geotab and Samsara.

Key Developments:

In August 2025, Bendix Commercial Vehicle Systems and the Universidad Tecnol?gica de Ciudad Acu?a (UTCA) partnered to expand access to training, internships and professional development for both students and employees. The agreement was signed this summer. Part of the agreement is a structured internship program that connects UTCA students with Bendix teams in departments such as engineering, production, supply chain and logistics.

In February 2025, DAF Trucks and TotalEnergies have announced their intention to cooperate on several levels to drive forward the drive revolution in the truck sector. So soon, DAF customers will benefit from the energy company's charging network. Both companies are planning to jointly develop MCS chargers.

In December 2024, Trimble has established high level partnerships with key construction machinery manufacturers Caterpillar and John Deere. Caterpillar and Trimble are extending their long-standing technology joint venture. The agreement includes expanded distribution of grade control solutions in construction to accelerate innovation and customer adoption.

Components Covered:

- Hardware
- Software
- Services

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Vehicle Types Covered:

- Light Commercial Vehicles (LCVs)
- Medium Commercial Vehicles (MCVs)
- Heavy Commercial Vehicles (HCVs)

Propulsion Types Covered:

- Diesel
- Gasoline
- Hybrid
- Electric

Communication Technologies Covered:

- Cellular
- Satellite
- Vehicle-to-Everything (V2X)

Applications Covered:

- Fleet Optimization & Management
- Driver Behavior Analytics
- Predictive Maintenance
- Safety & Regulatory Compliance

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- Real-Time Location & Routing

End Users Covered:

- OEMs (Original Equipment Manufacturers)
- Telematics Service Providers (TSPs)
- Fleet Owners & Operators
- Logistics & Supply Chain Enterprises

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific

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- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & Africa

What our report offers:

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- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- 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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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