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Electric Vehicle Telematics Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software, and Services), Connectivity Solution (Embedded Telematics, Integrated Smartphone Telematics, and Tethered Telematics), Propulsion Type, Vehicle Type, Application, Sales Channel, and By Geography

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Abstracts

According to Stratistics MRC, the Global Electric Vehicle Telematics Market is accounted for $15.1 billion in 2025 and is expected to reach $60.4 billion by 2032, growing at a CAGR of 21.9% during the forecast period. Electric vehicle telematics focuses on connected solutions that collect and analyze real-time data from EVs, including battery health, energy consumption, charging behavior, location, and driver patterns. It supports automakers, fleet operators, insurers, and service providers. Benefits include optimized charging and routing, extended battery life, reduced operating expenses, predictive maintenance, better user experience, and enhanced ability to integrate EVs into fleet strategies and energy systems.

Market Dynamics:

Driver:

Charging Infrastructure Integration

Telematics systems are increasingly being integrated with these networks, allowing drivers to locate available chargers, check real-time status, and facilitate seamless payment directly through their vehicle's infotainment system. This integration greatly lessens range anxiety and improves the overall user experience, making owning an

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electric vehicle more practical and appealing. Consequently, it drives higher adoption of telematics solutions that offer these essential connected services, directly fueling market growth.

Restraint:

High System Costs and Integration Complexity

A significant barrier to rapid adoption is the substantial initial investment required for telematics hardware and the complex process of integrating these systems with existing vehicle architectures and enterprise software. For fleet operators, this upfront cost can be prohibitive, especially for smaller companies. Additionally, the complexity often demands specialized technical expertise for installation and maintenance, creating further operational hurdles. This financial and technical burden can slow down market penetration, particularly in price-sensitive segments.

Opportunity:

Growth of Usage-Based Insurance

The rise of Usage-Based Insurance (UBI) presents a substantial growth avenue for telematics providers. Insurers are increasingly offering personalized premiums based on actual driving data such as mileage, braking habits, and time of day collected directly from telematics devices. This creates a compelling value proposition for consumers to adopt telematics in exchange for potential cost savings. Furthermore, it opens a new revenue stream for telematics companies

through partnerships with insurance firms, significantly expanding their market reach.

Threat:

Network Reliability Issues

The effectiveness of telematics is entirely dependent on consistent and robust cellular connectivity. Network latency, coverage gaps in rural or underground areas, and outright service outages can lead to critical data transmission failures. The result disrupts core functions like real-time vehicle tracking, remote diagnostics, and emergency response services. Such reliability issues can erode user trust in the technology, lead to service dissatisfaction, and ultimately pose a significant threat to

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market reputation and growth if not adequately addressed.

Covid-19 Impact:

The pandemic initially disrupted the EV telematics market through supply chain bottlenecks and a temporary decline in new vehicle production, delaying hardware installation. However, the crisis subsequently acted as a catalyst by accelerating the digital transformation of fleet management. With a heightened need for operational efficiency and contactless monitoring, businesses increasingly adopted telematics to optimize routes and manage remote assets. This shift in priority helped the market recover and positioned it for stronger growth in the post-pandemic era.

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. The high initial unit cost of these components and their essential role in data acquisition from the vehicle contribute to its dominant market share. As telematics becomes a standard feature in new EVs, especially with mandates for embedded systems like eCall in Europe, the volume of hardware shipments continues to rise. This consistent installation base ensures the segment's continued revenue leadership.

The battery electric vehicles (BEV) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the battery electric vehicles (BEV) segment is predicted to witness the highest growth rate due to its central role in global decarbonization strategies. BEVs inherently rely on sophisticated telematics for core functions like battery health monitoring, range prediction, and managing charging sessions. Also, government subsidies and aggressive plans by original equipment manufacturers (OEMs) to electrify their products are quickly boosting BEV sales. This direct correlation positions the BEV segment as the primary engine for telematics market expansion, outpacing other vehicle propulsion types significantly.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share. This leadership is anchored by stringent government regulations, such as the eCall mandate, which requires all new vehicles to have embedded telematics. Additionally, strong governmental support for EV adoption through subsidies and a

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rapidly expanding charging infrastructure creates a fertile environment. The presence of major automotive OEMs and a tech-savvy consumer base further consolidates Europe's position as the dominant revenue-generating region for EV telematics.

Region with highest CAGR:

During the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by the massive EV markets in China and India, where government initiatives and rising environmental consciousness are driving swift adoption. The region's dense urban populations create a strong use case for fleet telematics and connected car services. Furthermore, growing investments in local manufacturing and technological development are making telematics solutions more accessible, positioning Asia Pacific as the fastest-growing market.

Key players in the market

Some of the key players in Electric Vehicle Telematics Market include TomTom International BV, Robert Bosch GmbH, Continental AG, Trimble Inc., Geotab Inc., CSS Electronics, Intellicar Telematics Pvt. Ltd., Inventure Ltd., Agero, Inc., Airbiquity, Inc., Harman International, Siemens AG, Denso Corporation, Vishay Intertechnology Inc., Microchip Technology Inc., Renesas Electronics Corporation, and Azuga Inc.

Key Developments:

In September 2025, TomTom announced that its Orbis Maps now include over 2 million electric vehicle charging points worldwide, enhancing seamless EV navigation and charging information for connected vehicles.

In September 2025, Geotab announced that its platform can now connect directly to Tesla vehicles, enabling fleets to manage EVs via OEM-embedded telematics on a single connected-vehicle platform.

In July 2025, Agero announced its partnership with Polestar to deliver industry-leading roadside assistance to EV owners, leveraging Agero’s connected-platform data and EV service expertise to support electric-vehicle customers across the U.S.

In February 2024, Karma Automotive reported acquiring key assets and personnel from connected-vehicle pioneer Airbiquity, integrating its OTA and connected-vehicle software portfolio that historically powered EV and telematics services into Karma’s

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software-defined vehicle strategy.

Components Covered:

- Hardware
- Software
- Services

Connectivity Solutions Covered:

- Embedded Telematics
- Integrated Smartphone Telematics
- Tethered Telematics

Propulsion Types Covered:

- Battery Electric Vehicles (BEV)
- Plug-in Hybrid Electric Vehicles (PHEV)
- Fuel Cell Electric Vehicles (FCEV)

Vehicle Types Covered:

- Passenger Vehicles
- Commercial Vehicles

Applications Covered:

- Safety & Security

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- Navigation & Infotainment
- Battery Management
- Remote Diagnostics & Alerts
- Fleet Management
- Insurance Telematics
- V2X Communication

Sales Channels Covered:

- OEM (Factory-Fitted)
- Aftermarket

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy

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- France
- Spain
- Rest of Europe

Asia Pacific

- 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

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South Africa

Rest of Middle East & 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 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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