

# **Asia Pacific Automotive Telematics Market Forecast to 2030 - Regional Analysis - by Offering (Hardware and Software & Services), Connectivity (Integrated, Tethered, and Embedded), Vehicle Type (Passenger Cars and Commercial Cars), and Application (Infotainment, Remote Diagnosis, Navigation (GPS), Safety and Security, and Others)**

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## **Abstracts**

The Asia Pacific automotive telematics market was valued at US\$ 16,735.68 million in 2022 and is expected to reach US\$ 67,876.09 million by 2030; it is estimated to register a CAGR of 19.1% from 2022 to 2030.

### **Mounting Adoption of IoT and AI in Fleet Management Boosts Asia Pacific Automotive Telematics Market**

IoT-enabled telematic devices optimize customer services and enhance vehicle maintenance management. With an IoT-integrated automotive telematics platform, communication and data retrieval become easy via smartphone applications and help in condition monitoring of the vehicle. Several companies are adopting the Sixt, and mobility service providers have adopted IoT-enabled automotive telematics systems via applications to optimize business operations. With this, app, customers connected more than 280,000 vehicles and connected with around 1.5 million drivers across 110 countries globally. The rising adoption of IoT and connected cars is a major trend in the Asia Pacific automotive telematics market. Several leading players are partnering with IoT solutions providers to enhance automotive capabilities. For instance, Aeris IoT and Sify solution provider integrated their IoT solutions for connected cars that minimize idle time and offer real-time vehicle tracking. Aeris IoT solutions providers have integrated

the IoT Network, and the company has optimized more than 600 carriers across 190 countries. Further, Axon Telematics, a supplier of telematics solutions, partnered with Aeris to deploy an automotive telematics product to manage the real-time vehicle location. Axon deployed its product that collects drivers' behavior data to help insurers determine the vehicle's real-time location and provides a self-activation and self-installation system for vehicle policyholders. The logistics and transportation industry is implementing IoT for real-time vehicle location tracking. The growing adoption of smart tracking and environment monitoring (STEM) devices among consumers and transportation companies drives the growth of the Asia Pacific automotive telematics market. IoT-enabled devices track real-time GPS locations and help manage ambient temperature, pressure, humidity, goods mishandling, and several other parameters. It assures the smooth handling of goods throughout the transportation supply chain. Further, rising advancements in telematics gateways helped transportation and logistics companies optimize routing for better efficiency, monitoring the fleet's health, and improving the overall safety of the drivers.

## Asia Pacific Automotive Telematics Market Overview

Asia Pacific is home to one of the most dynamic and rapidly evolving automotive industries worldwide. As the world's largest and most populous region, it encompasses a diverse landscape of automotive manufacturers, from established giants to emerging players. Within this automotive sector, the connected vehicle industry is gaining significant traction and reshaping how people interact with their vehicles and the transportation ecosystem. Leading automakers across the region, including Toyota, Hyundai, and BYD, are investing heavily in integrating advanced connectivity features into their vehicles. For instance, Toyota Corporation invested US\$ 600 million in China's mobility technology company, DiDi Global. These companies are installing telematics solutions to track the vehicle's location and improve fuel efficiency. BYD and Toyota Corporations are offering fully connected vehicles for their premium vehicle models. These vehicles consist of several features including infotainment systems, GPS tracking, and other automotive telematics components.

Major countries such as China and India are actively promoting electric mobility, providing incentives for electric vehicle adoption, and supporting the development of charging infrastructure.

The robust digital infrastructure in the region, including the deployment of 5G networks, further accelerates the growth of the Asia Pacific automotive telematics market. With high-speed, low-latency connectivity, vehicles can access real-time data, receive over-

the-air updates, and communicate seamlessly with other vehicles and infrastructure.

The region has a strong automotive sector, supported by the growing automotive manufacturing industry in countries such as India, China, and South Korea. Countries such as India, China, South Korea, and Japan are among the leading vehicle manufacturing countries worldwide. An increase in the number of car manufacturers and the presence of a strong automotive sector drive the Asia Pacific automotive telematics market in the region. In APAC, China is the largest market owing to its leading automotive sector. Also, the rise in automotive sales propels the demand for automotive telematics. Growing adoption of advanced technologies and increasing demand for using unpowered trailers and caravans accelerate the Asia Pacific automotive telematics market growth.

Asia Pacific Automotive Telematics Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Automotive Telematics Market Segmentation

The Asia Pacific automotive telematics market is categorized into offering, connectivity, vehicle type, application, and country.

Based on offering, the Asia Pacific automotive telematics market is segmented into hardware and software & services. The hardware segment held a larger market share in 2022. The hardware is further sub segmented into telematics control units, navigation system, in-vehicle infotainment units, and others.

In terms of connectivity, the Asia Pacific automotive telematics market is categorized into integrated, tethered, and embedded. The embedded segment held the largest market share in 2022.

By vehicle type, the Asia Pacific automotive telematics market is bifurcated into passenger cars and commercial cars. The passenger cars segment held a larger market share in 2022.

By application, the Asia Pacific automotive telematics market is segmented into infotainment, remote diagnosis, navigation (GPS), safety and security, and others. The infotainment segment held the largest market share in 2022.

By country, the Asia Pacific automotive telematics market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the

Asia Pacific automotive telematics market share in 2022.

Verizon Communications Inc, Geotab Inc., Omnitracs LLC, Samsara Inc, Motive Technologies Inc, ORBCOMM Inc, Trimble Inc, Valeo SE, TomTom NV, Denso Corp, Luxoft Switzerland AG, and Harman International Industries Inc are among the leading companies operating in the Asia Pacific automotive telematics market.

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