

# **Dealer Management System Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Deployment (On-premise and Cloud) and Equipment Type (Automobile, Agricultural & Forestry Machinery, Construction Equipment, Gardening Equipment, Heavy Trucks, Material Handling & Lifting Equipment, Mining Equipment, and Others)**

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## **Abstracts**

The dealer management system market is expected to grow from US\$ 7.92 billion in 2022 to US\$ 18.20 billion by 2030. The dealer management system market is estimated to register a CAGR of 11.0% during 2022–2030.

Growing need for dealer management systems in the automotive allows users to manage a network of dealers effectively. The system consists of a wealth of features that help automotive dealers to reduce costs by maximizing the functionality of business operations. Dealer management helps automotive dealers track their vehicle inventory including model, pricing, availability of model, and specification, which allows the dealer to efficiently manage their stock and take corrective decisions related to restocking or selling of vehicle models. The expansion of the automotive industry increases the adoption of dealer management systems among dealers during the forecast period. According to IEA, in 2022, electric vehicle (EV) sales increased by 10 million. China is the foremost market for EVs, accounting for 60% of the world's total EV sales. The country is planning to double the sale of EVs by 2025. Accelerating sales of EVs across the globe supports the adoption of dealer management systems among automobile

dealers. The system supports automobile dealers in managing customer data, tracking leads, and automating the sales process, which increases its demand and drives dealer management system market.

Moreover, many automobile manufacturers such as BMW, Tesla, Ford, Hyundai, Toyota, Nissan, and Mercedes-Benz are using dealer management systems to streamline their business operations. These companies integrate dealer management systems in their business operations to manage their parts & accessory inventories and ensure the right components are available for repairs and customization. Such factors positively impact dealer management system market growth.

Additionally, the expansion and growing advancement in transportation & logistics increase the demand for cloud-based dealer management systems among auto dealers. The transportation & logistics industry uses a dealer management system for managing and handling numerous business operations such as accounting, invoicing, and financial transactions related to vehicle sales and services. However, the automotive industry has gone through numerous technological advancements, including the adoption of artificial intelligence (AI), the Internet of Things (IoT), cloud computing, and others during the last few decades. These new technologies have positively transformed the sector. The dealer management system is an ideal solution for car dealerships that need to handle spare parts inventory and work orders. The system integrates customer relationship management (CRM) and business intelligence technologies to track manufacturer and customer relationships, which is boosting the dealer management system market. Several car dealerships rely heavily on the dealer management system to keep track of their inventory and sales. Such factors collectively promote the adoption of cloud-based dealer management systems globally by driving the overall dealer management system market growth.

Europe is technologically advanced, owing to the high adoption rate of advanced technologies in Germany, the UK, France, Spain, Italy, and Russia. In Europe, the dealer management system market in Germany is driven by significant investment by enterprises and the need to manage and maintain business operations effectively. The dealer management system is used to streamline the sales process and properly manage the inventory. The system supports the sales team to easily manage customer information, track leads, and enhance customer's overall experience. Germany is the world's fastest electric car seller, with sales of over 194,000 cars in 2020, increased by 63,000 in 2019, and expected to reach 10 million EVs on the road by 2030. Rising environmental concerns increase the demand and adoption of EVs among consumers. The expansion of the EV industry is creating demand for dealer management systems

among EV manufacturers to manage the overall EV delivery process. Car manufacturers and dealers in Germany adopt the system to eliminate manual tasks and improve overall efficiency. Enterprises operating in this country are investing in dealer management systems to strengthen customer relationships, manage and maintain stock, analyze sales trends, and strategize their business operation, among others. These factors are anticipated to propel the dealer management system market.

In the UK, Enterprises are looking for solutions that support local needs in emerging markets and also provide a consolidated view of their international dealer networks. The growing demand for EVs among consumers in the UK is fueling the dealer management system market. According to the Society of Motor Manufacturers and Traders (SMMT), the registration of plug-in hybrid electric vehicle (PHEV) and battery electric vehicles (BEV) stood at 34,712 in July 2023. The growing demand for EVs among consumers is driving the dealer management system market. The system supports EV dealers in improving operational efficiency, managing inventory, and ultimately enhancing customer experience. Automotive dealer management software connects OEMs, dealers, distributors, automobile companies, and customers on one platform and provides a seamless and efficient operational experience to the user. The dealer management system is, therefore, specially designed to drive and streamline enterprise business strategies. Vendors are developing a dealer management system that supports multiple currencies and languages via a single platform. In the UK, OEM dealers are launching omnichannel pilots of mixed offline and online sales, thereby creating a significant need for a comprehensive system that can effectively manage omnichannel business strategy. This is positively impacting the dealer management system market growth.

The France dealer management system market is driven by the growing number of enterprises shifting from legacy software to advanced cloud-based solutions. Additionally, a number of small and medium enterprises are shifting from maintaining data manually over spreadsheets to dealer management systems. This significant shift has created an opportunity for the dealer management system market. The Government of France is promoting and making investments in start-ups to develop new technologies that streamline business operations. For instance, in June 2023, French President Emmanuel Macron, an institutional investor, initiated an investment of US\$ 6.3 in French start-ups and scale-up companies. This investment is made to advance the technology sector in the country. Growing investment in new and emerging technologies encourage key player to develop existing or adopt cloud/AI-based dealer management systems, are creating opportunities in the dealer management system market.

e-Emphasys Technologies Inc., ANNATA Ehf, DealerBox SAS, Hitachi Solutions Ltd, Irium Software SAS, CDK Global, Constellation Software, DealerTrack Inc, Tekion Corp, and XAPT Software Consulting LLC are among the key dealer management system market players profiled in the report. Several other major dealer management system market players were studied and analyzed during this market research study to get a holistic view of the market and its ecosystem. The dealer management system market report provides detailed market insights, which helps the key players strategize their growth.

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