

# **Europe 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 Europe automotive telematics market was valued at US\$ 9,821.65 million in 2022 and is expected to reach US\$ 35,591.64 million by 2030; it is estimated to register a CAGR of 17.5% from 2022 to 2030.

### **Increasing Adoption of Intelligent Telematic Solutions Drives Europe Automotive Telematics Market**

Intelligent telematics gateways are the next-generation neural processing chips with AI integration that help track vehicle locations in real-time. This chip tracks and communicates with the fleet owners and offers data processing and storage solutions. Several key players in the market are developing and launching intelligent telematics gateway solutions in order to meet the growing demand for connected vehicles. For instance,

In September 2023, Mullen Automotive Inc., the electric vehicle manufacturer, launched the intelligent telematics solution Commercial Pulse. This advanced telematics solution provides customers with complete solutions, from vehicle diagnostics to fleet management and optimization. Commercial Pulse is an AI-integrated telematics system that provides drivers and fleet management companies with maintenance alerts, live

vehicle location, driver safety, battery charging metrics, and many other parameters. In October 2023, Nauto, an AI-powered safety solutions provider to commercial fleets, launched an advanced AI-powered telematics solution. It offers better visibility, optimizes vehicle tracking vehicle misuse, and offers maintenance planning. Nauto's advanced telematics solution has AI-powered vehicle safety capabilities with its single software platform on a single device. The company built more than 3 billion AI-powered driving miles for the fleets. According to The Insight Partners, the IoT-based intelligent telematics gateways market was valued at ~US\$ 509 million in 2022 and is growing rapidly. Increasing AI and IoT technologies have surged the demand for intelligent automotive telematics gateway products. The intelligent telematics gateway products include Eurotech's DynaGATE 10-14, released in 2022. It is a 5G embedded telematics gateway with integrated AI, processing IP, and video feeds from vehicle cameras.

The rise in AI in the transition to intelligent telematics gateways and 5G technologies is expected to create ample opportunity for the growth of the Europe automotive telematics market. These gateways are embedded with advanced, powerful processors, such as multi-core CPUs, and can handle high volumes of data using AI.

AI and Intelligent telematics gateway integration offers the following benefits to fleet managers and commercial vehicle owners:

Real-time decision-making that allows faster response in emergencies  
Predictive maintenance analyzes data from the vehicle's sensors to predict vehicle parts failure rates. It also helps prevent the breakdown cost of the vehicle components. Intelligent vehicle telematics improves drivers and public safety. Enhances the overall efficiency using AI algorithms that optimize routes and improve fuel efficiency.

## Europe Automotive Telematics Market Overview

The European Automobile Manufacturers' Association, or ACEA, stated that vehicle production in Europe was 16.24 million units in 2022. According to the same organization, more than 10.9 million passenger cars were produced across the European Union in 2022, an increase of 8.3% compared to 2021. The Europe automotive industry accounted for ~20% of global production in 2022. The adoption of connected vehicles is gaining momentum across the region. The connected vehicles comprise automotive telematics systems such as software, hardware, and other solutions. The adoption is driven by consumer preferences, regulatory measures and safety standards, and an increase in implementation of advanced driver assistance

systems (ADAS) and vehicle-to-everything (V2X) communication. European governments are actively supporting the deployment of connected vehicles to enhance road safety and reduce emissions. Cooperative Intelligent Transport Systems (C-ITS) is one of the EU's connected vehicle projects. Successful implementation of this system will enable information exchange between vehicles and the road infrastructure. The C-ROADS Platform, which enables the uniform deployment of C-ITS operations throughout Europe, is being developed in close collaboration with road authorities and operators. Many notable European countries, such as Germany, Spain, France, and the UK, are investing heavily to develop suitable infrastructure for connected mobility. For instance, Spain is building its first intelligent highways. In this project, Kapsch TrafficCom's technology and software will enable the digitalization of a 60-kilometer section of the A8 motorway near Bilbao by 2024. Hence, increasing adoption of connected vehicles and rising automotive production across European countries drive the Europe automotive telematics market.

## Europe Automotive Telematics Market Revenue and Forecast to 2030 (US\$ Million)

### Europe Automotive Telematics Market Segmentation

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

Based on offering, the Europe automotive telematics market is bifurcated 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 Europe automotive telematics market is categorized into integrated, tethered, and embedded. The embedded segment held the largest market share in 2022.

By vehicle type, the Europe 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 Europe 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 Europe automotive telematics market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Germany dominated the Europe automotive telematics market share in 2022.

Verizon Communications Inc, Geotab Inc., Omnitracs LLC, Samsara 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 Europe automotive telematics market.

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