

Middle East & Africa Automotive Dealer Management System (DMS) Market Forecast to 2031 - Regional Analysis - by Component (Software and Services), Application (Inventory Management, Appointment Scheduling, Customer Relationship Management, Dealer Tracking, and Others), and Deployment (Cloud-Based and On-Premise)

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Abstracts

The Middle East & Africa automotive dealer management system (DMS) market was valued at US\$ 270.23 million in 2023 and is expected to reach US\$ 527.38 million by 2031; it is estimated to register a CAGR of 8.7% from 2023 to 2031.

Integration of Generative AI in Dealer Management Business Bolsters Middle East & Africa Automotive Dealer Management System (DMS) Market

The automotive industry is experiencing a data revolution, and multi-outlet dealerships are at the forefront of this change. With many sites around the city, dealerships confront particular issues in maintaining client relationships, streamlining operations, and remaining competitive. Generative AI emerges as an effective tool, allowing dealerships to leverage the potential of data while navigating the hurdles of maintaining a distributed network. Multi-outlet car dealerships must gather extensive information from industry professionals in order to make sound judgments. Generative AI can automatically collect and combine data from many sources across all channels, including sales, service, and CRM systems, resulting in a single repository for thorough analysis. By evaluating client interactions across many contact points such as website visits, service appointments, and test drives, AI can spot patterns and forecast user movement between outlets and service workshops. This allows dealers to tailor messages as per

the customer needs and offers along the customer experience.

In May 2024, Izmocars, a leading provider of innovative solutions for the automotive industry, announced the launch of ReviewSoda, a groundbreaking AI-powered review response platform designed specifically for auto dealers. ReviewSoda automates the review management process by sending customized invitations for feedback and responding to Google reviews in real time. The platform ensures that each response is unique, tailored, and timely, thus eliminating generic and repetitive responses that customers can easily spot and dislike. By addressing positive and negative reviews, ReviewSoda helps businesses build a stronger online presence and improve customer satisfaction. Hence, such strategic initiatives are expected to offer new trends for the market growth.

Middle East & Africa Automotive Dealer Management System (DMS) Market Overview

The automotive dealer management system market in the Middle East & Africa is segmented into South Africa, the UAE, Saudi Arabia, and the Rest of Middle East & Africa. The demand for cars is increasing among consumers in the Middle East, especially in Saudi Arabia and Dubai, which would create opportunities for dealership management system market players to streamline business operations. Dubai is perceived as an automotive hub for exports and re-exports of vehicles. The demand for luxury cars is growing in Dubai, which increases the need for DMS to efficiently manage end-to-end processes of luxury car delivery. As per the government of Dubai the city is having around 18 million cars and 9 million commercial vehicles in 2023. The rising demand for cars and commercial vehicles increases the adoption of DMS among automotive manufacturers, which is fueling the market in the region.

Middle East & Africa Automotive Dealer Management System (DMS) Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Automotive Dealer Management System (DMS) Market Segmentation

The Middle East & Africa automotive dealer management system (DMS) market is categorized into component, application, deployment, and country.

Based on component, the Middle East & Africa automotive dealer management system (DMS) market is bifurcated into software and services. The software segment held a larger Middle East & Africa automotive dealer management system (DMS) market share

in 2023.

In terms of application, the Middle East & Africa automotive dealer management system (DMS) market is segmented into inventory management, appointment scheduling, customer relationship management, dealer tracking, and others. The customer relationship management segment held the largest Middle East & Africa automotive dealer management system (DMS) market share in 2023.

By deployment, the Middle East & Africa automotive dealer management system (DMS) market is segmented into cloud-based and on-premise. The cloud-based segment held a larger Middle East & Africa automotive dealer management system (DMS) market share in 2023.

By country, the Middle East & Africa automotive dealer management system (DMS) market is segmented into South Africa, the UAE, Saudi Arabia, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa automotive dealer management system (DMS) market share in 2023.

Wipro Ltd, GaragePlug Inc, Aspire Systems, SAP SE, and Oracle Corp are some of the leading companies operating in the Middle East & Africa automotive dealer management system (DMS) market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa automotive dealer management system (DMS) market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa automotive dealer management system (DMS) market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa automotive dealer management system (DMS) market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Middle East & Africa Automotive Dealer Management System (DMS) Market

Wipro Ltd

GaragePlug Inc

Aspire Systems

SAP SE

Oracle Corp

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