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Middle East & Africa Dealer Management System Market Forecast to 2030 - Regional Analysis - 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 Middle East & Africa dealer management system market is expected to grow from US$ 556.43 million in 2022 to US$ 1154.27 million by 2030. It is estimated to record a CAGR of 9.5% from 2022 to 2030.

Growing Technological Advancements in Automotive Industry Drive Middle East & Africa Dealer Management System Market

Over the past few decades, the automotive industry has experienced numerous technological advancements. The advent of digital technology across the globe made it possible for automobile makers to implement advanced solutions. The dealer management system is an optimal solution for companies working in the automobile sector that take part in spare parts inventory and work order management. The system incorporates customer relationship management (CRM) and business intelligence tools to track manufacturer and customer relationships. Several car dealers are also using this system to manage inventory and sales records. The dealer management system streamlines interactions between customers, dealers, and OEMs. The system supports the unique needs of the automotive retail industry. It facilitates the sale of new and used vehicles and includes various features such as repair and maintenance services, consumer financing, and vehicle and parts inventory management. The system also

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allows financial reporting, cash flow management, and payroll services. The system incorporates OEM data processing systems and allows automotive retailers to order vehicles and associated parts, process warranties, and receive vehicle records. All these features of a dealer management system is boosting its adoption in the automotive industry.

Many companies are implementing inorganic and organic strategies to expand their dealer management system business in the automotive industry. In September 2023, US auto dealership giant Lithia Motors announced plans to purchase the 160 dealerships and fleet operations of Pendragon, one of the largest vehicle retailers in the UK. The deal is estimated to be worth over $US 350 million. A joint venture will be formed for Pinewood Technologies, a DMS developed by Pendragon with over 30,000 users in Europe, Africa, and Asia. In 2021, leading supplier of cloud-based technology solutions for auto dealerships, Dealertrack DMS, announced new integrations at the Cox Automotive Experience and NADA 2021 with the goal of assisting dealerships in becoming more productive and efficient in the current digital-first era. Thus, the growing technological advancements in the automotive industry boost the demand for dealer management systems, which drives the market.

Middle East & Africa Dealer Management System Market Overview

The dealer management system market in the Middle East & Africa is segmented into South Africa, the UAE, Saudi Arabia, and the Rest of the Middle East and Africa. The demand for cars among consumers is increasing in the Middle East, especially in Saudi Arabia and Dubai, which creates opportunities for a dealership management system market player 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 dealer management systems to efficiently manage end-to-end processes of luxury car delivery. The government of Dubai estimated that the city will have 18 million cars and 9 million commercial vehicles by the end of 2023, respectively. The rising demand for cars and commercial vehicles increases the adoption of dealer management systems among automotive manufacturers, which is fueling the market. Furthermore, factors such as a surge in cloud adoption and increasing demand for centralized solutions are fueling the growth of the MEA dealer management system market. There is a growing need for customized dealer management systems that are designed to meet specific local needs, catering to importers, distributors, and retail business models in the MEA. Companies such as CDK Global are rapidly participating in the customization of products, thereby strengthening their position in the MEA dealer management system market. CDK Global offers a DMS

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solution that has an Arabic database field and Arabic printing of customer-facing documents, among others. The help the automotive manufacturers to easily understand the need and requirement of its consumers across the globe.

Middle East & Africa Dealer Management System Market Revenue and Forecast to 2030 (US$ Million)

Middle East & Africa Dealer Management System Market Segmentation

The Middle East & Africa dealer management system market is segmented into deployment, equipment type, and country.

Based on deployment, the Middle East & Africa dealer management system market is bifurcated into on-premise and cloud. The cloud segment held a larger share of the Middle East & Africa dealer management system market in 2022.

In terms of equipment, the Middle East & Africa dealer management system market is segmented into automobile, agricultural & forestry machinery, construction equipment, garden equipment, heavy trucks, material handling & lifting equipment, mining equipment, and others. The automobile segment held the largest share of the Middle East & Africa dealer management system market in 2022.

Based on country, the Middle East & Africa dealer management system market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa dealer management system market in 2022.

ANNATA Ehf, DealerBox SAS, Hitachi Solutions Ltd, XAPT Software Consulting LLC, and CDK Global Inc are some of the leading companies operating in the Middle East & Africa dealer management system market.

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