

## **Automotive Telematics System Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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### **Report description:**

The global automotive telematics system market is expected to register a CAGR of 5.2% during the forecast period, 2022-2027.

The market is primarily driven by technological improvements aimed at enhancing the overall in-vehicle experience of the passengers and bringing about a greater degree of interaction within and among the vehicles.

Additionally, the market is driven by strict safety norms, increased safety awareness, and affordability to adopt a few features of the telematics systems. However, the installation of a few advanced telematics infrastructures in the vehicles continues to be expensive.

Over the long term, The use of automotive telematics in EVs is also expected to propel the growth of the market in the future. The leading vendors are looking forward to leveraging the opportunities presented by introducing electric vehicles (EVs) into the market.

Equipping new vehicles with e-Call, as a mandate from the European Commission, has also helped expand the European telematics market. The region is also home to several automotive telematics hardware suppliers in countries like Germany, the United Kingdom, and Italy.

Safety constitutes a major part of the services offered by automotive telematics. Wireless vehicle safety communications telematics majorly enhance car safety and road safety. The electronic sub-system in a car is used to exchange safety information about road hazards, location, and speed of vehicles.

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In addition to wireless local area networks, emergency warning systems telematics are developed like collision warning for international harmonization and standardization of vehicle-to-vehicle, infrastructure-to-vehicle, and vehicle-to-infrastructure to provide real-time, short-range communication systems. Information from telematics is also used extensively in car-sharing and for auto insurance purposes.

The Asia-Pacific region is the largest market for automobiles in the world. Despite the Chinese market experiencing sluggish growth, which is the largest automobile market in the world, the region is expected to lead in the automotive telematics system market.

#### Automotive Telematics System Market Trends

##### Safety and Security to Witness Faster Growth

Tracking stolen vehicles, automatically alerting the help centers in case of accidents, driver monitoring, and remote locking/unlocking of vehicles are the typical applications offered under the safety and security features of telematics devices.

To reduce road accidents, governments are raising the bar for the safety evaluation of vehicles and reducing the turnaround time for medical help to vehicle operators in case of emergencies.

Additionally, players in the automotive industry have been consistently working to improve vehicle safety and security features by enhancing vehicle telematics technology to meet the growing regulation standards in the respective regions.

In March 2022, Navistar announced it would include a factory-installed telematics device as standard on all new builds of the complete Class 6-8 International Truck and IC Bus vehicle product portfolios, including electric models.

The above trends toward the development of vehicle telematics and growing safety standards in the automotive industry are likely to drive automakers to incorporate more safety and security features in their new vehicle models as a standard. Therefore, it is expected that there will be faster growth in the market for telematics devices used for vehicle safety and security applications during the forecast period.

##### Asia-Pacific Expected to Capture Major Market Share

Asia-Pacific is one of the fastest emerging markets, due to its growing demand for fuel-efficient vehicles, along with the navigation feature (such as GPS) as a standard option to tackle issues like growing fuel prices, increasing number of accidents, and vehicle thefts.

India recently released its first ARAI (Automotive Research Association of India) certified AIS (Automotive Industry Standard) 140 - a compliant vehicle telematics and emergency button solution.

The AIS 140 regulation is in line with the Indian Ministry of Road Transport and Highways (MoRTH) 2016 dictate.

The implementation of the AIS 140 regulation began on April 1, 2018, and it mandated a vehicle tracking device and one or more emergency buttons in all the existing and new public service vehicles.

In April 2022, Borqs Technologies, Inc. announced that it is collaborating with Qualcomm Technologies, Inc. to engage in the R&D and sales of automobile telematics products, especially for the India and Southeast Asia markets. The products include an

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in-vehicle-infotainment system (IVI) and Telematics Control Unit (TCU) for two and three-wheelers. All of these products are based on technologies in Qualcomm chipsets.

Implementing such regulations toward improving vehicle safety and security across Asia-Pacific countries is expected to propel faster adoption of vehicle telematics during the forecast period.

#### Automotive Telematics System Market Competitor Analysis

The global automotive telematics market is highly fragmented due to the presence of many regional players. However, some major players, like Continental AG, DENSO Corporation, FicoSA International SA, Magnetic Marelli SpA, and Robert Bosch GmbH, have captured significant shares in the market.

In March 2022, Geotab, a global leader in IoT and connected transportation, announced its partnership with Free2Move, the global fleet, mobility, and connected data company of Stellantis.

Through this partnership, Geotab plans to deliver a Geotab Integrated Solution for Stellantis vehicles, including Ram, Dodge, Jeep, and Chrysler.

In March 2022, Bosch Limited acquired up to 14% of the paid-up capital of Zeliot Connected Services Private Limited. Zeliot is a B2B start-up offering connected mobility solutions for vehicle tracking, fleet management, and telematics.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

#### **Table of Contents:**

##### 1 INTRODUCTION

1.1 Study Assumptions

1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Industry Attractiveness - Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

##### 5 MARKET SEGMENTATION

5.1 By Service

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- 5.1.1 Infotainment and Navigation
- 5.1.2 Fleet Management
- 5.1.3 Safety and Security
- 5.1.4 Diagnostics
- 5.2 Geography
  - 5.2.1 North America
    - 5.2.1.1 United States
    - 5.2.1.2 Canada
    - 5.2.1.3 Rest of North America
  - 5.2.2 Europe
    - 5.2.2.1 Germany
    - 5.2.2.2 United Kingdom
    - 5.2.2.3 France
    - 5.2.2.4 Rest of Europe
  - 5.2.3 Asia-Pacific
    - 5.2.3.1 China
    - 5.2.3.2 Japan
    - 5.2.3.3 India
    - 5.2.3.4 Rest of Asia-Pacific
  - 5.2.4 Rest of the World
    - 5.2.4.1 Brazil
    - 5.2.4.2 Saudi Arabia
    - 5.2.4.3 Other Countries

## 6 COMPETITIVE LANDSCAPE

- 6.1 Vendor Market Share\*\*
- 6.2 Company Profiles
  - 6.2.1 Continental AG
  - 6.2.2 Robert Bosch GmbH
  - 6.2.3 Clarion Co. Ltd (Faurecia Clarion Electronics)
  - 6.2.4 ACTIA Group
  - 6.2.5 Octo Telematics
  - 6.2.6 Magnetic Marelli SpA
  - 6.2.7 Valeo Group
  - 6.2.8 NavInfo Co. Ltd
  - 6.2.9 Ficosa International SA

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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