

Trailer Telematics Market by Services (GPS Tracking, Cold Chain Monitoring, Weight Utilization, Performance Management, Predictive & Preventive Maintenance), Form (Embedded, Integrated), Component, Trailer Type, Application - Global Forecast to 2030

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Report description:

The trailer telematics market is projected to grow from USD 0.77 billion in 2024 to USD 1.41 billion by 2030 at a CAGR of 10.5%. The need for efficient fleets, overall operational cost reduction, and trailer positioning, along with the integration of advanced technologies such as cloud computing, user base interface, IoT, and trailer connection with everything for preventive maintenance, smart diagnostics, and advanced data analytics boosts the market for trailer telematics. Additionally, e-commerce activities have increased the demand for transportation and logistics with real-time data monitoring of assets, ensuring timely deliveries and minimizing delays. Thus, telematics for trailers helps logistic companies predict operational issues and optimize trailer routing.

"GPS Tracking segment is expected to be the largest services in Trailer Telematics Market."

GPS tracking is the most widely used feature in the telematics market in any asset tracking and trailer tracking as it provides real-time location, gives operational efficiency by rerouting the trailer routs, provides security by monitoring trailers in transit, and can detect unauthorized movement, which reduces the risk of asset loss and theft. Additionally, GPS tracking devices can be installed in different trailer types regardless of their size and functions. These devices are easily instated in embedded form directly by OEMs and integrated as an aftermarket service in the trailer market. Currently, most GPS tracking devices have advanced features like overspeeding detection, unplug detection, towing detection, crash detection, auto geofence, manual geofence, trip, jamming, and others. Leading companies like Descartes Systems Group Inc. (Canada), Verizon (US), Clarience Technologies (US), Omnitracs (US), Samsara Inc. (US), Wabco Solution Centre (Germany), and others are leading the market with

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GPS tracker, smart trailer and asset tracking software and devices. For instance, Samsara's (US) smart trailer provides real-time live GPS and data, including cargo sensing and refer monitoring, enhancing asset utilization and operations. Thus with essential feature in trailer telematics, GPS tracking emerges as the largest market segment.

"Healthcare and pharmaceutical are the fastest growing applications in the Trailer Telematics market."

Healthcare and pharmaceutical industries are rapidly adopting telematics solutions in their trailers with requirements of temperature-sensitive deliveries of vaccines & medicines and critical transfer of costly and heavy medical equipment. The pharmaceutical industry relies on cold chain logistics to transport temperature-sensitive products such as vaccines, insulins, and special medicines. For instance, the distribution of COVID-19 vaccines has underscored the need for precise temperature monitoring, as they require ultra-cold storage that needs to be monitored on a real-time basis, which telematics system components like GPS trackers and Temperature sensors have done. Additionally, strict regulations, such as those set by the FDA, mandate continuous monitoring of temperature and environmental conditions during transport, making telematics systems essential for ensuring compliance and maintaining product integrity during transportation. The demand for trailer telematic systems increases as the demand for cold chain logistics grows, especially in the healthcare and pharmaceutical industries.

"Asia Pacific is estimated to be the second largest market for trailer telematics."

The growth of trailer telematics in Asia Pacific is mainly driven by factors such as the expanding logistics and transportation sector, technological advancements, and growing demand for fleet management solutions.

The trailer telematics market is witnessing rapid year-on-year growth in the Asia Pacific region, which comprises some of the fastest-developing economies globally, such as China, Japan, and India, driven by the expanding logistics and transportation sector, adoption of perishable goods and services, advancement in IoT integration and among others. The rapid growth of e-commerce in countries like China and India has increased the demand for efficient supply chain and logistics management. Telematics services offer asset tracking and help optimize trail routing efficiently. Additionally, the government in the region is investing heavily in large-scale infrastructure projects such as China's Belt and Road Initiative (BRI), which aims to improve regional integration, economic growth, and trade. In September 2022, India's National Logistics Policy was launched to lower the cost of logistics from the existing 13-14% and enhance the country's business competitiveness by developing an integrated, efficient, green, and sustainable logistics network with the help of technology, optimized processes, and skilled workforce. Asia Pacific has a growing food and beverage industry requiring refrigerated transportation solutions. The expanding middle class and urbanization are asking for higher consumption of premium fresh products such as exotic fruits, organic vegetables, frozen meat, and minimally processed foods, requiring efficient cold chain logistics. Also, Major global telematics providers and regional players are expanding their presence in the Asia Pacific, offering customized solutions for the market needs-companies like Trimble, Mix Telematics, Teltonika, and FleetPulse support market growth.

The breakup of primary respondents

-□By Company: OEMs - 30%, Telematics Hardware Suppliers and Service Providers -70%

-□By Designation: C-Level Executives - 40%, Director Levels- 35%, Others - 25%

-□By Region: Europe - 21%, Asia Pacific - 43%, Americas- 36%

The trailer telematics market will be dominated by global players, including CalAmp (US), The Descartes Systems Group Inc. (Canada), Qualcomm Technologies Inc. (US), Omnitracs (US), Wabco Solution Centre (Germany), and Microlise Limited (UK). The study includes an in-depth competitive analysis of these key players in the trailer telematics market with their company profiles, recent developments, and key market strategies.

Research Coverage

The study's primary objective is to define, describe, and forecast the trailer telematics market by volume and value. The study segments of the Trailer Telematics Market are by component type (telematic control unit, GPS tracking device, sensors), by form type (embedded and integrated), by services (GPS tracking, cold chain monitoring, weight utilization, performance management, predictive and preventive maintenance), by trailer type (refrigerated trailers, dry van trailers, flatbed trailers and others), by application (transportation and logistics, healthcare & pharmaceuticals and others) and by region (Americas, Europe and Asia

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Pacific). It analyzes the opportunities offered by various market segments to the stakeholders. It tracks and analyzes competitive developments such as market share analysis, joint ventures, acquisitions, and other activities by key industry participants.

The report provides insights on the following pointers:

- Analysis of key drivers (Reducing operational costs, strict government regulations, Growing demand for e-trailers), restraints (Lack of awareness and understanding), opportunities (Data monetization and Ecosystem Integration), and challenges (Import of Substandard devices).
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the trailer telematics market.
- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the trailer telematics market
- Competitive Assessment: In-depth assessment of market share analysis, growth strategies, and product offerings of leading players in the trailer telematics market, such as CalAmp (US), The Descartes Systems Group Inc. (Canada), Qualcomm Technologies Inc. (US), Omnitracs (US), Wabco Solution Centre (Germany), and Microlise Limited (UK).
- The report analyzes the trailer telematics market by package type wise pricing analysis.
- The report analyzes the key buying criteria and key stake holders involved in the market.
- The report showcases technological developments such as advance sensors impacting the market.
- The report showcases service wise trends in cold chain monitoring and e-commerce segment.
- Analysis of markets concerning individual growth trends, prospects, and contributions to the total market.
- Analysis of the supply chain analysis, ecosystem analysis, patent analysis, and case study analysis.

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Trailer Telematics Market by Services (GPS Tracking, Cold Chain Monitoring, Weight Utilization, Performance Management, Predictive & Preventive Maintenance), Form (Embedded, Integrated), Component, Trailer Type, Application - Global Forecast to 2030

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