

GPS Asset and Fleet Tracking Market Research

FIVE-YEAR MARKET ANALYSIS AND TECHNOLOGY FORECAST THROUGH 2023

REDUCTION IN TOTAL COST OF OWNERSHIP FUELS GROWTH

GPS fleet and asset tracking refers to the method of tracking physical assets and vehicles using GPS technology. Assets and vehicles can be tracked globally using hardware that combines the GPS technology with cellular and/or satellite phone technology. ARC's scope of GPS asset and fleet tracking covers the necessary hardware, software, and services for tracking of vehicles and equipment.

As many Chinese manufacturers that produce high-quality GPS tracking hardware products have entered the market, the hardware cost has dropped substantially. Reliability of cellular networks has improved over the years as well, which has reduced the tracking industry's reliance on high-cost satellite networks.

This has brought down the overall cost for end users. Furthermore, the move to Software-as-a-Service model has reduced the upfront cost for end users as well. Combining all these improvements, the cost of GPS asset and fleet tracking solutions has come down substantially in recent years and has made these solutions more affordable and attractive to end users.

For more information about this research, please contact your ARC Client Manager or visit us at www.arcweb.com/market-studies/.

STRATEGIC ISSUES

The GPS asset and fleet tracking market promises to deliver continued growth for the foreseeable future. This report answers key strategic questions, such as:

- Who is the current and future customer for GPS tracking solutions?
- Who are the leading suppliers?
- How is the competitive landscape changing?
- What does the future hold for this market?

RESEARCH FORMATS

This research is available as a concise, executive-level Market Analysis Report (PDF) format.

RESEARCH FOCUS AREAS

STRATEGIC ANALYSIS

Major Trends
Strategic Recommendations for Buyers
Strategic Recommendations for Suppliers

SCOPE OF RESEARCH

GPS Asset and Fleet Tracking Scope
Segmentation by Revenue Type
Hardware
Software
Software-as-a-Service/Subscription Services

Segmentation by Hardware Type

OBD Trackers
Hard-wired Trackers
Asset Trackers

MARKET FORECAST ANALYSIS

Total GPS Asset and Fleet Tracking Business

Shipments by Region

North America
Europe, Middle East, Africa
Asia
Latin America

Shipments by Revenue Type

Hardware
Software
Software-as-a-Service/Subscription Services

Shipments by Hardware Type

OBD Trackers
Hard-wired Trackers
Asset Trackers

Leading Suppliers

Factors Contributing to Growth
Factors Inhibiting Growth

INDUSTRY PARTICIPANTS

The research identifies all relevant suppliers serving this market.

Worldwide GPS Asset and Fleet Tracking Market

