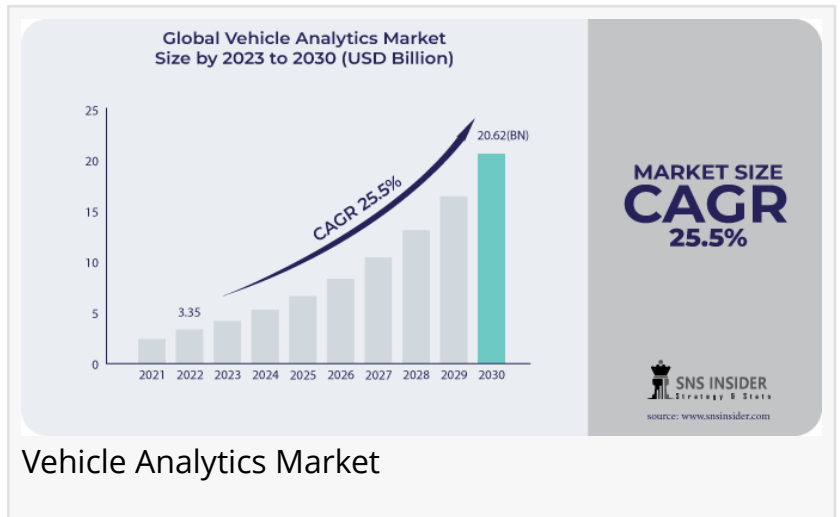


# Vehicle Analytics Market To Grow At 25.5% CAGR Till 2030: SNS Insider

*Vehicle Analytics Market Size And Segmentation By Application, By Component, By End User, By Deployment Model, By Regions And Global Market Forecast 2023-2030*

AUSTIN, TEXAS, UNITED STATES,  
January 16, 2024 /EINPresswire.com/ --  
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The [Vehicle Analytics Market](#) size was valued at USD 3.35 billion in 2022, and expected to reach USD 20.62 billion by 2030, and grow at a CAGR of 25.5% over the forecast period 2023-2030, The market is poised for substantial growth as the automotive industry undergoes a transformative shift towards smart and connected vehicles.

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Vehicle Analytics Market Share Projected to Surpass USD 20.62 Billion By 2030, Due to the growing requirement for real-time analysis of data received from sensors and GPS tracking devices”

*Sr. Researcher Roshan Rathod*

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Inseego (US), CloudMade (Ukraine), Agnik LLC (US), Intelligent Mechatronic Systems (Canada), SAP SE (Germany), Genetec (Canada), Microsoft Corporation (US), IBM Corporation (US), Harman International Industries, Inc. (US), Teletrac Navman (US), Inquiron (US), Automotive Rentals (US), and others are major players in the vehicle analytics market.

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The increasing adoption of IoT (Internet of Things) technologies, coupled with the rising demand for real-time data insights to enhance vehicle performance, safety, and efficiency, is driving the vehicle analytics market forward. This market encompasses a broad spectrum of applications, including predictive maintenance, driver behaviour analysis, fuel management, and fleet monitoring. With advancements in artificial intelligence and machine learning, vehicle analytics offer unparalleled opportunities for automakers, fleet operators, and other stakeholders to optimize operational processes and improve overall driving experiences.

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The Vehicle Analytics market is witnessing robust growth, propelled by the increasing adoption of connected vehicles and the rising demand for data-driven insights in the automotive industry. One of the primary drivers is the proliferation of telematics technology, which enables the collection of vast amounts of data from vehicles. This data includes information on vehicle performance, driver behavior, maintenance needs, and overall operational efficiency. As automotive manufacturers, fleet operators, and other stakeholders recognize the value of this data, there is a growing emphasis on leveraging vehicle analytics solutions to gain actionable insights. These insights contribute to improving vehicle safety, optimizing maintenance schedules, enhancing fuel efficiency, and providing a more personalized and efficient driving experience.

Additionally, the ongoing advancements in artificial intelligence (AI) and machine learning (ML) are shaping the trends in the Vehicle Analytics market. The integration of AI and ML algorithms allows for more sophisticated analysis of the gathered data, enabling predictive maintenance, anomaly detection, and even the development of autonomous vehicle capabilities. As vehicles become more connected and complex, the role of vehicle analytics in extracting meaningful patterns and trends from the data becomes increasingly crucial. The market is also influenced by the growing interest in smart cities and the integration of vehicle analytics into broader urban mobility solutions, fostering a holistic approach to transportation management and sustainability. As the automotive industry continues to evolve, the Vehicle Analytics market is poised for further expansion, driven by the transformative potential of data analytics in the realm of connected vehicles and smart mobility.

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The demand for Vehicle Analytics is skyrocketing as businesses and individuals alike recognize the power of data-driven insights in the automotive sector. Vehicle Analytics involves harnessing the vast amount of data generated by vehicles, such as performance metrics, fuel efficiency, and driver behaviour, to make informed decisions. This technology is not just a luxury but a necessity for fleet management, ensuring optimal vehicle performance, and improving overall safety on the roads.

Figure 1: OEM Segment:

As technology continues to evolve, the OEM segment remains at the forefront of shaping the future of smart and efficient driving. OEMs utilize vehicle analytics to gather insights on everything from engine efficiency to driver behaviour. It's like having a personal assistant for your car, helping it run smoothly and providing valuable information to both manufacturers and drivers.

Key Applications:

- Predictive Maintenance
- Warranty Analytic
- Traffic Management
- Usage-based Insurance
- Safety and Security Management
- Infotainment
- Driver and User Behaviour Analysis
- Dealer Performance Analysis
- Road Charging

Key Stakeholders:

- Software
- Services

Key Partners:

- Original Equipment Manufacturers (OEMs)
- Service Providers
- Fleet Owners
- Automotive Dealers
- Insurers
- Regulatory Bodies

Key Challenges:

- On-Premises
- On-Demand

Key Opportunities:

The APAC region, a fascinating tapestry of growth and innovation unfolds. APAC, comprising

diverse countries with varying automotive ecosystems, experiences a surge in the adoption of vehicle analytics solutions. From bustling urban centres to expansive rural landscapes, the need for efficient transportation solutions drives the market. Countries like China and India, with their expanding automotive industries, play pivotal roles in shaping the regional dynamics. As the demand for connected vehicles and smart mobility solutions rises, the APAC region emerges as a hotbed for technological advancements in vehicle analytics.

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- As the automotive landscape continues to evolve with the integration of advanced technologies, the vehicle analytics market is expected to witness sustained growth, creating a dynamic and competitive landscape for innovative solutions and services.
- As more people embrace the digital age, the Vehicle Analytics Market continues to grow, providing a crucial tool for enhancing efficiency, reducing operational costs, and ultimately revolutionizing the way we interact with our vehicles.

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DriveInsights has pioneered the integration of artificial intelligence and machine learning algorithms to analyse vast datasets generated by vehicles in real-time. Their innovative approach not only enhances vehicle performance monitoring but also enables predictive maintenance, contributing to increased operational efficiency for fleet managers and individual vehicle owners alike.

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- 1.1 Market Definition
- 1.2 Scope
- 1.3 Research Assumptions

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- 3.1 Drivers
- 3.2 Restraints
- 3.3 Opportunities
- 3.4 Challenges

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## 4.1 COVID-19 Impact Analysis

## 4.2 Impact of Ukraine- Russia war

### 4.3 Impact of ongoing Recession

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## 8.1 Predictive Maintenance

## 8.2 Warranty Analytic

### 8.3 Traffic Management

## 8.4 Usage-based Insurance

## 8.5 Safety and Security Management

## 8.6 Infotainment

## 8.7 Driver and User Behaviour Analysis

## 8.8 Dealer Performance Analysis

## 8.9 Road Charging

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## 9.1 Software

## 9.2 Services

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## 10.1 Original Equipment Manufacturers (OEMs)

## 10.2 Service Providers

### 10.3 Fleet Owners

## 10.4 Automotive Dealers

## 10.5 Insurers

## 10.6 Regulatory Bodies

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## 11.1 On-Premises

## 11.2 On-Demand

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14.1 Competitive Benchmarking

14.2 Market Share analysis

14.3 Recent Developments

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