

# Consumer Telematics Market : Revolutionizing Connectivity and Vehicle Intelligence Forecast, 2013 - 2020

WILMINGTON, NEW CASTLE, DE, UNITED STATES, September 11, 2024 /EINPresswire.com/ -- [Consumer Telematics Market](#) Report, published by Allied Market Research, forecasts that the global market is expected to garner \$26.18 billion by 2020, registering a CAGR of 33.7% during the period 2014-2020. The study includes an analysis of drivers, restraints, opportunities and competition in the key geographies, which include North America, Europe, APAC and LAMEA.



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[Consumer telematics industry](#) has established from customary navigation services to advanced navigation services used for vehicle tracking, monitoring, location-based services and traffic and weather information. The report segments the market by type viz., automotive OEM and aftermarket. The aftermarket type generates the maximum revenue and is expected to remain the largest revenue generator, contributing to over 55% of the total market revenue throughout the forecast period (2014-2020). On the other hand, the automotive OEM is expected to increase due to growing alliance between telematics service providers and device manufacturers. Amongst end users, Car (rental and owned) segment held the second-largest share in the total market size by revenue in 2013. The consumer telematics market is also expected to observe increased adoption from sectors such as healthcare and media and entertainment.

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Insurance telematics is one of the most prominent solutions available in the market. It led the market with a share of almost 27% of the global consumer telematics market, followed by infotainment and navigation telematics solution, and is expected to remain dominant throughout the forecast period.

For more information on the Consumer Telematics Market, visit : <https://www.alliedmarketresearch.com/consumer-telematics-market/purchase-options>

Asia-Pacific as well as LAMEA is expected to be the most lucrative markets, in terms of growth, owing to the supportive government regulations and the growing automotive market

The report also outlines the competitive environment of the consumer telematics market, providing a comprehensive comparative study of the key strategies adopted by the market leaders to grow and gain a competitive edge. Along with product launches, alliance and partnership are key strategies practiced to gain a higher market share. Companies such as AT&T, Harman and TomTom have partnered with different industry players to gain access to the market and technologies.

Key players in the market include :

Verizon, Harman,  
TomTom,  
AT&T,  
Vodafone,  
Ford Motors,  
BMW,  
Telefonica,  
Mix Telematics  
Trimble Navigation Ltd.

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AMR is :

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We are in professional corporate relations with various companies and this helps us in digging

out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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