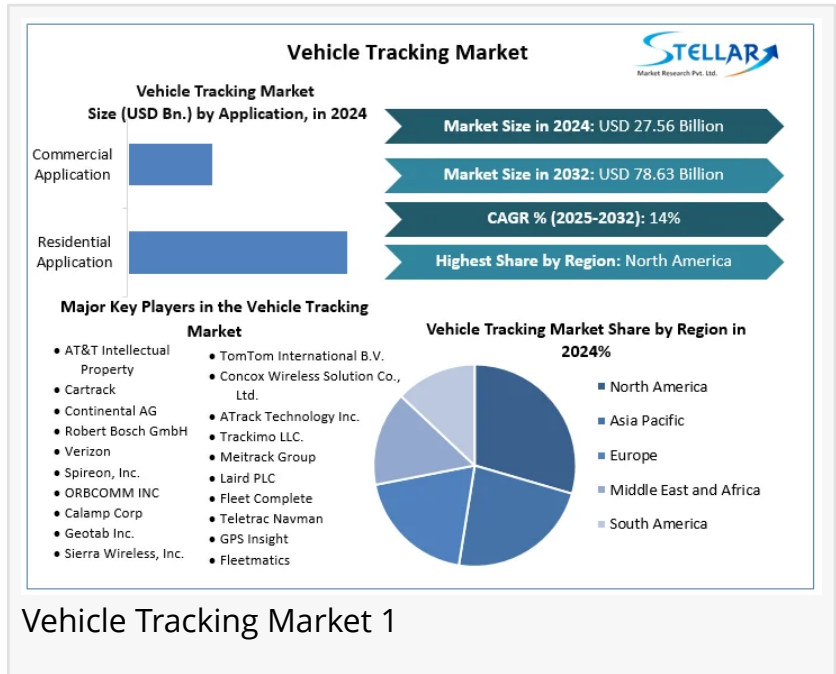


Vehicle Tracking Market Value to Reach USD 78.63 Bn by 2032, to grow at a CAGR of 14% from 2025 to 2032

Vehicle Tracking Market revenue is expected to grow at a CAGR of 14% from 2025 to 2032, reaching nearly USD 78.63 Bn.

MIAMI, FL, UNITED STATES, August 5, 2025 /EINPresswire.com/ -- Stellar Market Research examines the growth rate of the [Vehicle Tracking Market](#) during the forecasted period 2025-2032

The Vehicle Tracking Market is projected to grow at a CAGR of approximately 14% over the forecast period. The Vehicle Tracking Market was valued at USD 27.56 billion in 2024 and is expected to reach USD 78.63 billion by 2032. Vehicle tracking market growth is driven by cutting costs in fleets, mixing IoT with telematics, rules set by the government, keeping drivers safe, more thefts, needs of e-commerce, AI getting better, and solutions that can scale using the cloud.



“

Harnessing real-time vehicle tracking technology enhances fleet security, lowers operational costs, and boosts driver safety, paving the way for a more connected and efficient transportation future.”

Navneet Kaur

Vehicle Tracking Market Overview

Vehicle tracking systems are changing how we handle fleets by making real-time checks, route planning, and driver safety better. Main reasons are new steps in IoT, AI, and cloud tech, together with more rules from the government about car safety. Problems come with data privacy, cyber safety, and high costs to start. The market aims to make car safety better, cut down on theft, and help e-commerce grow by making the last part of delivery work well. Future paths focus on AI-driven fixes before

breakdowns and smooth cloud use for smarter fleet work.

To know the most attractive segments, click here for a free sample of the report:

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Vehicle Tracking Market Dynamics

Drivers

Fleet Efficiency and Cost Savings

Vehicle tracking makes fleet work better by picking short ways, cutting down on fuel use, and keeping idle time low. It helps in early fix work, cuts costs, and stops use of cars without permission. New steps are AI-led care by Penske and rules by the government, such as India's need for trackers on big farm cars. This shows more people are using it to save money and manage work better.

Increasing Vehicle Theft and Security Concerns

Car theft around the world is going up, making people want real-time tracking tech. It sends theft alerts and can stop a car from far away. Places like India now need cars to have these tracking devices to keep them safe. Even though theft is down in some areas, it's way up in others, showing that we need better tracking tools. These systems let people who own many cars keep them safe and get stolen cars back fast.

Technological Advancements (IoT, AI, and Telematics Integration)

The mix of IoT, AI, and telematics has changed how we track cars. Now, we can watch the car's place, how well it runs, and how the driver acts, all in real-time. AI helps guess when cars need fixes and finds the best paths to take. New tools, like Penske's AI system for car fix and the Geotab-Rivian telematics set-up, make car fleets work better and safer. This is a big step in smart, data-based fleet handling.

Restrain

Connectivity Issues in Remote Areas

In far places, tracking cars faces big issues due to poor GPS links, weak cell service, and things like trees getting in the way. These problems lead to missing data and less trust in these systems, pushing away money from investors. Recent stuff, like GPS going down in rural Australia, shows this issue clearly. Fixes can be mixing satellite and GPS systems, storing data when offline, better tools, and making the service area better.

Innovations and Developments

Technological innovation is a key factor propelling the Vehicle Tracking Market forward. Notable advancements include:

Videotelemetry: Uses GPS and live video to help with understanding the place and how people drive.

Ultra-Wideband (UWB) Tech: Gives exact spot tracking inside and outside. It's good when GPS signals are low.

Vehicle Tracking Market Segmentation

By Application

By Application, the Vehicle Tracking Market is further segmented into Residential Application and Commercial Application. The commercial vehicle tracking segment dominates because it is key in fleet control, law rules, and saving cash. New tech makes it safer and quicker for moving goods, moving people, and buses. New stuff going on are deals for dash cams and more AI use in fleet plans, pushing up sales all over the world.

Vehicle Tracking Market Regional Analysis

North America: North America leads the vehicle tracking market due to firm laws like the ELD rule, high-end 4G/5G set-up, a strong move stuff field, and new ideas from firms like Geotab. New tech deals and video telematics lift its market rule.

Asia-Pacific: Asia-Pacific ranks second in the vehicle tracking market because more people buy online, rules such as India's AIS-140, big growth in 5G tech, and more use of telematics. Big names like Geotab and Airspace are really growing their reach in this area.

Europe: Europe ranks third in the vehicle tracking market due to tight EU safety rules, more people using fleet tech, strong setups, and big moves by big names such as Targa Telematics and Webfleet.

Recent Developments:

Geotab now works with Mercedes-Benz: It gets car data right from the built-in tech in Mercedes cars (2019 or newer). This stops the need for extra installs and makes it easy to see where your fleet is.

Samsara got the top spot as the #1 system for Fleet Management, Car Tracking, and Video Watch in the G2's Summer 2025 study. This was due to happy users and a big \$2 billion push in new

ideas.

To know the most attractive segments, click here for a free sample of the report:

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Vehicle Tracking Market Competitive Landscape

The global and regional players in the Vehicle Tracking Market concentrate on developing and enhancing their capabilities, resulting in fierce competition. Notable players include:

AT&T Intellectual Property

Cartrack

Continental AG

Robert Bosch GmbH

Verizon

Spireon, Inc.

ORBCOMM INC

Calamp Corp

Geotab Inc.

Sierra Wireless, Inc.

TomTom International B.V.

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substances, general merchandise, beverages, personal care, and automated systems. To mention a few, we provide market-verified industry estimations, technical trend analysis, crucial market research, strategic advice, competition analysis, production and demand analysis, and client impact studies.

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