Off-highway Vehicle (OHV) Telematics Market: Global Industry Analysis and Opportunity Assessment, 2016-2026

Description: This report examines the off-highway vehicle (OHV) telematics market for the forecast period 2016-2026. The primary objective of the report is to identify opportunities in the market and present updates and insights pertaining to various segments of the off-highway vehicle (OHV) telematics market.

Telematics is the technology of sending, receiving and storing information through the use of telecommunication devices. Off-highway vehicle (OHV) telematics is the integrated use of information and communication with telecommunications technology. The technology of sending, receiving, and storing information pertaining to off-highway vehicles through telecommunication devices is generally termed as off-highway vehicle telematics.

To understand and assess opportunities in this market, the report is categorically divided into four sections: by end-use application, technology, sales channel and region. The report analyses the off-highway vehicle (OHV) telematics market in terms of market volume (Units) and market value (US$ Mn).

The report covers the OHV telematics market performance in terms of value and volume contribution. The report also includes the author's analysis of drivers, restraints and opportunities witnessed in the market. Key trends are also included in the report to equip the client with crystal-clear decision-making insights.

The subsequent sections analyse the OHV telematics market on the basis of end-use application, technology, sales channel and region, and presents a forecast for the period 2016-2026. The market is segmented as follows:

By Sales Channel
   OEM
   Aftermarket

By End-use Application
   Construction
      Cranes
      Dozers
      Dump Trucks
      Excavators
      Loaders
      Others
   Agriculture
      Harvesters
      Tractors
   Mining
      Surface Mining Machinery
      Underground Mining Machinery

By Technology
   Cellular
   Satellite

By Region
   Asia Pacific excluding Japan (APEJ)
   North America
   Latin America
   Western Europe
To deduce market size, the report considers various aspects based on secondary research. Furthermore, data points such as region-wise split and market split by end-use application, technology, sales channel and qualitative inputs from primary respondents have been incorporated to arrive at appropriate market estimates. The forecast presented in the report assesses the total revenue generated and expected revenue of the off-highway vehicle (OHV) telematics market over the forecast period.

When developing the market forecast, the report begins by sizing up the current market, which forms the basis for forecasting how the market is anticipated to take shape in the near future. Given the characteristics of the market, the author triangulates the data via different analysis based on supply side, demand side and dynamics of the off-highway vehicle (OHV) telematics market. However, quantifying the market across the abovementioned segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

It is imperative to note that in an ever-fluctuating economy, we not only provide forecasts in terms of CAGR, but also analyse on the basis of key parameters, such as year-on-year (Y-o-Y) growth, to understand predictability of the market and identify right opportunities.

Another key feature of this report is the analysis of off-highway vehicle (OHV) telematics market and the corresponding revenue forecast in terms of absolute dollar opportunity. This is usually overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales perspective of the off-highway vehicle (OHV) telematics market.

To understand key segments in terms of their growth and performance in the off-highway vehicle (OHV) telematics market, the publisher has developed a market attractiveness index. The resulting index should help providers identify existing market opportunities in the off-highway vehicle (OHV) telematics market.

In the final section of the report, off-highway vehicle (OHV) telematics market competitive landscape is included to provide a dashboard view of OHV telematics companies. The report contains company profiles of some of the major players.

Some market players featured in this report are:

- TomTom International BV
- Harman International Industries Inc.
- ORBCOMM Inc.
- Topcon Corporation
- Wacker Neuson SE
- MiX Telematics Limited
- Navman Wireless
- Omnitrac LLC
- Trackunit A/S
- Zonar Systems Inc.

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