Summary

Executive summary

Berg Insight is of the opinion that the market for fleet management (FM) in Australia and New Zealand is in a growth period which will continue in the years to come. The number of FM systems in active use is forecasted to grow at a compound annual growth rate (CAGR) of 15.7 percent from almost 0.7 million units in 2016 to 1.4 million by 2021. The penetration rate in the total population of non-privately owned fleet vehicles used by businesses is at the same time estimated to increase from 14.8 percent in 2016 to 27.8 percent in 2021. The fleet management market in the region is today influenced positively by a number of different market drivers including regulatory developments such as health and safety regulations, road user charges and electronic work diaries.

A large number of diverse vendors are active on the FM market in Australia and New Zealand, including several of the leading international players as well as a plethora of small and medium-sized companies mainly focused on this region. Berg Insight ranks Teletrac Navman as the largest provider in Australia and New Zealand, having surpassed the milestone of 100,000 active units in the region in 2017. Verizon is now estimated to be the second largest player following the 2016 acquisitions of Telogis and Fleetmatics. The second runner-up is New Zealand-based EROAD which has more than 40,000 FM units in the region. South Africa-based Altech Netstar has also reached this level following the acquisitions of Pinpoint Communications and Ezy2c in 2015–2017. Other notable providers with estimated installed bases of 15,000–40,000 active units in Australia and New Zealand include the local suppliers IntelliTrac, MTData, Smartrak, Coretex, Procon Telematics, Myionu and GPSengine as well as international players including Fleet Complete (acquired Geotab's former reseller Securatrak in 2016), MiX Telematics and Ctrack. Top-ranking FM providers on the global market such as TomTom Telematics, Gurtam and Trimble have also expanded to this region. Additional examples of local players include Digital Matter and Directed Electronics Australia. The latter works with a range of vehicle OEMs on the local market. Commercial vehicle OEMs which have introduced fleet telematics solutions in the region independently or through partnerships include Isuzu, Volvo Trucks, UD Trucks, Scania, PACCAR, Toyota, Hino and Mercedes-Benz.