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 16.4 percent from almost 0.8 million units in 2017 to nearly 1.7 million by 2022. 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 16.9 percent in 2017 to 32.7 percent in 2022. The fleet telematics market in the region is today influenced positively by a number of different drivers including regulatory developments related to health and safety regulations, chain of responsibility legislation and road user charges.

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. Verizon Connect is estimated to be the second largest player, followed by EROAD and MTData based in New Zealand and Australia respectively. MTData is owned by the operator Telstra since 2017. The fifth largest player is South Africa-based Netstar which has reached over 40,000 units in the region following the acquisitions of Pinpoint Communications and Ezy2c. Other notable vendors with estimated installed bases of more than 20,000 active units in Australia and New Zealand include the local suppliers IntelliTrac, Smartrak, Coretex and Digital Matter, as well as international players including MiX Telematics and Fleet Complete. The latter entered the region through the acquisition of Geotab’s reseller Securatrak. Top-ranking FM providers on the global market such as TomTom Telematics, Trimble and Gurtam have also expanded to this region. Additional examples of local players with comparably sizeable subscriber bases include Myionu, GPSengine, Procon Telematics 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, Mercedes-Benz and Mitsubishi.