



Fleet Management in Latin America

2nd Edition

Fleet Management in Latin America is the second consecutive report from Berg Insight analysing the latest developments on the commercial vehicle telematics market in this region. The report covers in-depth both OEM and aftermarket players and includes all the latest market data. This strategic research report from Berg Insight provides you with 240 pages of unique business intelligence, including 5-year industry forecasts, expert commentary and real-life case studies on which to base your business decisions.

The installed base of fleet management systems in Latin America will reach 21 million units by 2030

The fleet management solution market in Latin America has been in a growth period for many years. In addition to various diverse local and regional solution providers, the region is increasingly served by international players – especially North American solution providers – seeking to expand the addressable market and maintain subscriber growth as the mature home markets inevitably approach peak penetration. Berg Insight expects that the penetration rate for fleet management will continue to increase in 2026–2030 across all parts of the comparably underpenetrated Latin American region. The total number of fleet management systems in active use in the region is forecasted to grow at a compound annual growth rate (CAGR) of 15.2 percent from about 10.2 million units in 2025 to reach 20.6 million units by 2030. The penetration rate in the total population of fleet vehicles used by businesses is at the same time estimated to increase from 25.4 percent in 2025 to 49.1 percent in 2030.

Berg Insight ranks Gurtam and Geotab as the largest providers of fleet management solutions in Latin America. Active in the region since the late 2000s, Gurtam today works with a large number of partners offering its Wialon fleet management platform in various Latin American countries. Canada-based Geotab has been investing in Latin America for more than 15 years and the company now has several hundred thousand active subscriptions across all countries in the region.

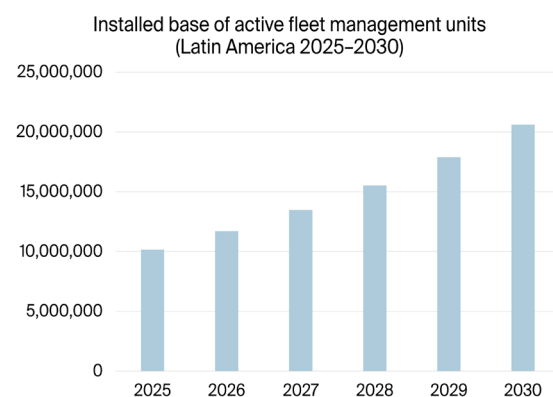
The remaining top-5 solution providers in Latin America are MICHELIN Connected Fleet (MCF), Ituran and Powerfleet. Michelin acquired Brazil-based Sascar more than a decade ago and MCF today also has some presence in other countries in the region. Israel-based Ituran is a major international player offering various telematics services, and Latin America accounts for the majority of the company's global fleet management installed base. US-based Powerfleet has a direct presence in the region through multiple offices and uses its network of partners to provide services in virtually all countries in Latin America.

Other notable vendors include the Brazilian fleet management provider Mobi7 owned by the leading car rental company Localiza, the solution provider Hunter which stems from Ecuador and is active in a growing number of Latin American countries, as well as the white-label platform providers Navixy (SquareGPS) and RedGPS headquartered in the US and

Mexico respectively. Colombia-based WideTech is also a top-10 player, having over 200,000 connected vehicles across many markets in Latin America.

Solution vendors just outside of the top list moreover include the Mexican satellite tracking company Encontrack, the major Brazilian players Omnalink and Póstron (Stoneridge), the white-label platform provider 3Dtracking, and Sitrack headquartered in Argentina. Digital Communications Technologies (DCT), Trucks Control, Autotrac, Scania, Maxtrack, Wisetrack, 3S Tecnologia, Satrack, Cobli, Numaris, Location World, Scope Technology, Forward Thinking Systems, Samsara and VDO Fleet Brasil (AUMOVIO) are additional examples of significant solution providers, all having estimated installed bases in Latin America around the 100,000 range or above.

Automotive players serving the Latin American commercial vehicle market include OEMs from North America, Europe and Asia as well as some local manufacturers. Most major commercial vehicle manufacturers now offer factory-installed telematics devices and various degrees of fleet management functionality for their vehicles – either independently or in partnership with established FM solution providers. Examples include Volkswagen, Scania, International, Daimler Truck, Volvo Group, Iveco and PACCAR as well as Ford and GM which have all introduced various OEM fleet telematics systems in their respective home markets as well as Latin America to varying extents.



Highlights from the report

Insights from 30 new executive interviews with market-leading companies.

Data on vehicle populations and commercial fleets in Latin America.

Comprehensive overview of the fleet management value chain and key applications.

In-depth analysis of market trends and key developments.

Profiles of 95 aftermarket fleet management solution providers.

Summary of OEM propositions from commercial vehicle brands.

Market forecasts lasting until 2030.

This report answers the following questions

- Which are the leading local providers of aftermarket fleet management solutions?
- Which international fleet management solution providers target Latin America?
- How are North American vendors approaching the Latin American market?
- What hurdles are there for foreign solution vendors?
- What offerings are available from commercial vehicle OEMs?
- What is the price level of fleet telematics solutions in the region?
- Will the FM industry consolidate further during 2026–2027?
- How will the commercial vehicle telematics industry evolve in the future?



About Berg Insight's IoT market research

Our market reports offer comprehensive information and analysis on key IoT technologies and markets, addressing important concerns including total addressable market, market penetration, market shares, industry landscape, regulatory environment, market trends and forecasts. Our research portfolio today comprises more than 85 items, where each market report focuses on a specific vertical application area or cover horizontal themes. All market reports come with complementary data sets in Excel format that can be easily analysed and converted into tables and charts. We offer a range of different license options together with bundled packages and subscriptions to suit your specific needs.



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Fleet Management in Latin America

How will the market for fleet management systems for commercial vehicles in Latin America evolve in 2026 and beyond? This strategic research report from Berg Insight covers the latest trends and developments in the dynamic telematics industry. This report covers in-depth both OEM and aftermarket players and includes all the latest market data. The number of systems in active use in Latin America is forecasted to grow at a compound annual growth rate (CAGR) of 15.2 percent from 10.2 million units in 2025 to 20.6 million units by 2030. Get up to date with the latest information about vendors, products and markets.

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Who should read this report?

Fleet Management in Latin America is the foremost source of information about the commercial vehicle telematics and fleet management market. Whether you are a telematics vendor, vehicle manufacturer, telecom operator, investor, consultant, or government agency, you will gain valuable insights from our in-depth research.

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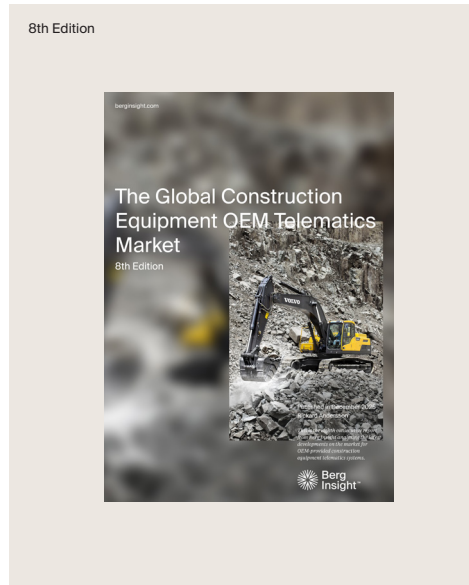


Johan Fagerberg is co-founder and an experienced analyst with a Master's degree in Electrical Engineering. His areas of expertise include automotive telematics, fleet management, satellite IoT and industrial IoT topics.

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