



Fleet Management in the Middle East

1st Edition

Fleet Management in the Middle East is a comprehensive report from Berg Insight analysing the latest developments on the fleet management market in the Gulf Cooperation Council (GCC) countries and Turkey. 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 130 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 the GCC countries and Turkey will exceed 12 million units by 2030

The market for fleet management solutions in the Middle East is in a growth period. This Berg Insight report is focused on a subset of countries in the region, namely the Gulf Cooperation Council (GCC) countries and Turkey. While political tensions and instability impact the region at large, the outlook for the fleet telematics space is generally positive. The fleet management market in the Middle Eastern region is influenced positively by various initiatives in the regulatory environment with connections to fleet telematics and vehicle tracking solutions driven by government mandates. The total number of fleet management systems in active use in the report's focal region is forecasted to grow at a compound annual growth rate (CAGR) of 14.4 percent from about 6.4 million units at the end of 2025 to reach 12.5 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 35.3 percent in 2025 to 59.8 percent in 2030.

Berg Insight ranks Arvento Mobile Systems and Mobiliz as the leading providers of fleet management solutions in the Middle East in terms of regional installed base. Arvento and Mobiliz are both based in Turkey and have the lion's shares of their respective installed bases in the domestic market, having also expanded internationally to markets such as Saudi Arabia and the United Arab Emirates in the GCC region. Other major players include N2Mobil, AFAQY, Infotech and Seyir Mobil, all having installed bases of at least a quarter of a million units in the region. N2Mobil, Infotech and Seyir are all Turkish players focusing almost exclusively on the domestic market, while Saudi Arabia-based AFAQY is active across multiple GCC countries and beyond.

The remaining top-10 players in the region are Uffizio, En Route Technologies, IoT Squared and Gurtam. India-based Uffizio has grown in the Middle East with the strongest presence in Saudi Arabia and the UAE. UAE-based En Route Technologies, the regional distributor in the Middle East for Flotilla IoT (Lead Time Telecom FZE), has a regional footprint across the GCC and beyond. The Saudi Arabian IoT company IoT Squared is a joint venture between Saudi Arabia's Public Investment Fund (PIF) and stc (Saudi Telecom Company) Group. The global white-label software developer Gurtam based in Lithuania further works with a range of partners

offering its Wialon fleet management platform in various Middle Eastern countries.

Solution vendors just outside the top list also include Saudi Tracking Solutions, Tracking, Tracer, Safee, TrackEazy and VZone International, all with estimated installed bases of at least 100,000 units in the region. Saudi Tracking Solutions and Tracking are both based in Saudi Arabia while VZone and Safee are UAE-based. The latter has partnered with Fleet Management Systems International (FMSi) in the GCC region. Tracer is in turn a brand of Lateral EmSoft Technologies (LEMS) while TrackEazy is a product offered by PointMatrix IT Services (PMIS). LEMS and PMIS are both based in India and have local companies in the UAE.

Additional notable aftermarket players active in the region include local contenders such as Tatawwar, Saferoad, SaudiEx and QOAD in Saudi Arabia, FMS Tech, Location Solutions, QAT, SamTech, Dubai Technologies, MY GPS (Kvadrat Systems), FAMS and Truckoom in the UAE and Satko in Turkey as well as international players including Utrax, Powerfleet, Cartrack and ZenduIT, all having estimated installed bases in the tens of thousands in the region. The world's leading fleet management solution provider Geotab has also entered the Middle East market. Examples of commercial vehicle OEMs offering fleet telematics in the region further include Volvo Trucks, Iveco, Scania and Daimler Truck.

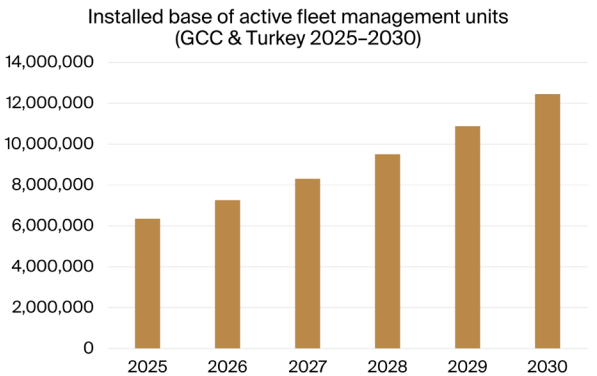


Table of contents

Executive Summary

1 Fleet Management Solutions

- 1.1 Fleet management infrastructure**
 - 1.1.1 Vehicle segment
 - 1.1.2 GNSS segment
 - 1.1.3 Network segment
 - 1.1.4 Backoffice segment
- 1.2 Vehicle management**
 - 1.2.1 Vehicle diagnostics and maintenance planning
 - 1.2.2 Security tracking
 - 1.2.3 Tire pressure monitoring systems
- 1.3 Driver management**
 - 1.3.1 Driving data registration and analysis
 - 1.3.2 Video-based driver monitoring
 - 1.3.3 Eco-driving schemes
 - 1.3.4 Insurance risk management
- 1.4 Operations management**
 - 1.4.1 Routing and navigation
 - 1.4.2 Transport management
 - 1.4.3 Mobile workforce management
- 1.5 Regulatory compliance and reporting**
 - 1.5.1 Driver working hours
 - 1.5.2 Digital tachograph data download
 - 1.5.3 Private mileage reporting
 - 1.5.4 Special transports
 - 1.5.5 MoTAT
 - 1.5.6 WASL
 - 1.5.7 Asateel
 - 1.5.8 OPAL
 - 1.5.9 Other local requirements and platforms
- 1.6 Business models**

2 Market Forecasts and Trends

- 2.1 Market analysis**
 - 2.1.1 Commercial vehicle fleets in the Middle East – GCC and Turkey
 - 2.1.2 Fleet management market forecast
 - 2.1.3 Fleet management vendor market shares
 - 2.1.4 Local market characteristics
- 2.2 Market drivers and barriers**
 - 2.2.1 Macroeconomic environment
 - 2.2.2 Regulatory environment
 - 2.2.3 Competitive environment
 - 2.2.4 Technology environment
- 2.3 Value chain analysis**
 - 2.3.1 Telematics industry players
 - 2.3.2 Automotive industry players
 - 2.3.3 Telecom industry players
 - 2.3.4 IT industry players
- 2.4 Future industry trends**

3 Company Profiles and Strategies

- 3.1 International aftermarket solution providers**
 - 3.1.1 Cartrack (Karoo0000)
 - 3.1.2 Geotab
 - 3.1.3 Gurtam
 - 3.1.4 Powerfleet
 - 3.1.5 Tramigo
 - 3.1.6 Uffizio
 - 3.1.7 Utrax
 - 3.1.8 ZenduIT
- 3.2 Local aftermarket solution providers in the GCC region**
 - 3.2.1 AFAQY
 - 3.2.2 Alrakeen
 - 3.2.3 AXIS Solutions
 - 3.2.4 Dubai Technologies
 - 3.2.5 En Route Technologies
 - 3.2.6 FAMS
 - 3.2.7 FMSi
 - 3.2.8 FMS Tech
 - 3.2.9 IoT Squared
 - 3.2.10 Location Solutions
 - 3.2.11 MY GPS (Kvadrat Systems)
 - 3.2.12 QAT
 - 3.2.13 QOAD
 - 3.2.14 Safee
 - 3.2.15 Saferoad
 - 3.2.16 SamTech
 - 3.2.17 SaudiEx
 - 3.2.18 Saudi Tracking Solutions
 - 3.2.19 Tatawwar
 - 3.2.20 Tracer
 - 3.2.21 TrackEazy
 - 3.2.22 Tracking
 - 3.2.23 Trakker Middle East
 - 3.2.24 Truckoom
 - 3.2.25 VZone International
- 3.3 Local aftermarket solution providers in Turkey**
 - 3.3.1 Arvento Mobile Systems
 - 3.3.2 Infotech
 - 3.3.3 Mobiliz
 - 3.3.4 N2Mobil
 - 3.3.5 Satko
 - 3.3.6 Seyir Mobil
 - 3.3.7 Trio Mobil
 - 3.3.8 Vektor

Glossary

Highlights from the report

Insights from numerous interviews with market-leading companies.

Data on vehicle populations and commercial fleets in the Middle East.

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

In-depth analysis of market trends and key developments.

Profiles of 41 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 providers target the Middle East?
- 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.



TRANSPORT & LOGISTICS

Fleet Management in the Middle East

How will the market for fleet management systems for commercial vehicles in the Middle East 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 the Middle East is forecasted to grow at a compound annual growth rate (CAGR) of 14.4 percent from 6.4 million units in 2025 to 12.5 million units by 2030. Get up to date with the latest information about vendors, products and markets.

PUBLISHED DATE	September 2026
EDITION	1st
PAGES	130
AUTHOR	Rickard Andersson and Johan Fagerberg

PDF & EXCEL: 1 user license	€1 500
PDF & EXCEL: 2-10 user license	€2 250
PDF & EXCEL: Enterprise license	€3 000

Read more and place order on berginsight.com

Who should read this report?

Fleet Management in the Middle East is the foremost source of information about the commercial vehicle telematics and fleet management market in this region. 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.

AUTHORS

Rickard Andersson & Johan Fagerberg



Rickard Andersson is a Principal Analyst with a Master's degree in Industrial Engineering and Management from Chalmers University of Technology. He joined Berg Insight in 2010 and his areas of expertise include on-road and off-road fleet telematics including video telematics.



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.

Related products *Find them and more on berginsight.com*



CATEGORY
Transport & Logistics



CATEGORY
Transport & Logistics



CATEGORY
Transport & Logistics

CONTACT

Berg Insight AB
Viktoriagatan 3
411 25 Gothenburg
Sweden

+46 (0)31 711 30 91
info@berginsight.com
www.berginsight.com



Berg Insight offers premier business intelligence to the telecom industry. We produce concise reports providing key facts and strategic insights about pivotal developments in our focus areas. Berg Insight also offers detailed market forecast databases and advisory services. Our vision is to be the most valuable source of intelligence for our customers.