

Consumer Asset Tracking Solutions

4th Edition

Consumer Asset Tracking Solutions is a strategy report from Berg Insight analysing the latest developments on the family and child tracking, pet tracking, vehicle tracking and general asset tracking market in Europe and North America. This strategic research report provides you with 185 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

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Consumer asset tracking: Market dynamics and growth opportunities

Consumer asset tracking is a sub-segment of the wider consumer IoT market. While the latter concept includes all IoT devices developed for the consumer market, consumer asset tracking focuses on solutions and services that utilise location data. To enable remote monitoring and control, a solution must include GNSS or other positioning technology and some type of wireless wide area network such as cellular networks, satellite networks, LoRa or Sigfox. Tracking solutions based solely on short-range technologies such as Bluetooth and Wi-Fi are not included in the report.

The market can be divided into four main categories based on asset type – family and child tracking, pet tracking, vehicle tracking and general-purpose asset tracking. The vehicle category can be further divided into cars; motorcycles and mopeds; bicycles; caravans and motor caravans; leisure boats; and other consumer vehicles including ATVs and snowmobiles. The general asset tracking segment includes any type of asset, such as bags and luggage, keys, wallets, clothes, electronics, tools and sports equipment. As this report focuses on products and solutions aimed at consumers, solutions developed and sold exclusively to business customers are excluded.

The market potential for consumer asset tracking is substantial. In Europe and North America, there are close to 70 million children aged 4–10 years old, which is the typical age group for kids GPS watches. There are more than 380 million dogs and cats, about 620 million passenger cars and 160 million other consumer vehicles. The overall penetration rate of GPS tracking products is currently around 1.2 percent. The largest consumer asset tracking segments today, based on the number of active units, are pet tracking, kids GPS watches and car tracking. Berg Insight estimates that the installed base of active consumer asset tracking devices in Europe and North America reached 16.8 million at the end of 2025. Growing at a CAGR of 13.4 percent, the number of units in active use is estimated to reach 31.4 million units by the end of 2030. The market value is forecasted to grow from € 2.3 billion in 2025 to € 4.2 billion in 2030.

Leading providers of family tracking and parental control services include US-based Smartcom Mobility Solutions, Smith Micro Software and Life360. Smartcom Mobility Solutions is a platform provider for kids GPS watches and other consumer asset tracking segments, used by several MNOs, OEMs and ODMs in the US and Europe. Smith Micro offers white-label solutions to MNOs and has contracts with major mobile operators in the US and Europe. Life360 offers a mobile app for location sharing and messaging that has more than 100 million monthly active users. Major providers of kids GPS watches include Xplora Technologies in Europe and Verizon, T-Mobile and AT&T in North America. The pet tracking market is dominated by Austria-based Tractive, whose subscriber base has grown to about 1.8 million. In North America, the main providers of pet tracking solutions are Fi and Halo. The latter company offers a combined pet GPS tracking and containment solution.

The market for passenger car tracking solutions sold to consumers is led by Passtime GPS, Tail Light and Agnik in North America and Air, Net4Things and Protectus Technologies (CarLock) in Europe. Force Fleet, formerly known as Mojio, has historically been a major provider of consumer-facing car tracking solutions but now primarily focuses on fleet management. Although OEM telematics is increasingly common within the automotive industry, there is still a growing interest in aftermarket telematics solutions. Leading providers of GPS tracking and vehicle recovery solutions for motorcycles and mopeds in Europe include Mapit IoT, Datatool (Scorpion Automotive), Monimoto, Trackting, LiveLink Motor (KOMOBI), SIZZAPP, SMT Performances and GeoRide. A few companies provide tracking solutions developed specifically for caravans, leisure boats and other consumer vehicles. Europe-based NorthTracker, Sentinel Marine Solutions, Sense4Boat as well as US-based Siren Marine, Sensar Marine and Faria Beede offer solutions developed for leisure boats. General-purpose tracking solutions and solutions developed for other types of vehicles are often used to serve these segments as well. Along with the growing market for electric bicycles, the market for GPS trackers for e-bicycles and other high-value bicycles is growing as well. The market is today served by European companies such as IoT Venture, Bosch eBike Systems, Comodule, Conneqtech, PowUnity, Haveltec and Tracefy. Trackimo, Invoxia, PAJ, LandAirSea, BrickHouse Security, MiniFinder, GEGO and DOTS are examples of well-known providers of general-purpose tracking devices.

The consumer asset tracking solutions market is still in an early phase with tremendous growth potential. Advancements in battery capacity, processor power and network technology will continuously enable better solutions at lower price points which will lead to a higher demand from consumers. Many solution providers covered in this report have introduced new tracking devices based on Low-Power Wide-Area (LPWA) network technologies. LPWA technologies are especially valuable in market segments where low battery consumption is key, such as pet tracking, bicycle tracking and general asset tracking. Satellite connectivity is also emerging as a complement to cellular networks, enabling tracking in areas with limited cellular coverage. Several vendors have begun integrating Artificial Intelligence (AI) into their offerings. AI enables companies to gain a competitive edge by enhancing product functionality and delivering advanced features such as improved health and activity monitoring in pet trackers. The fragmented market is also undergoing consolidation as companies seek to gain scale and broaden their product portfolios through acquisitions.

Installed base of active consumer asset tracking devices (Europe and North America 2025–2030)

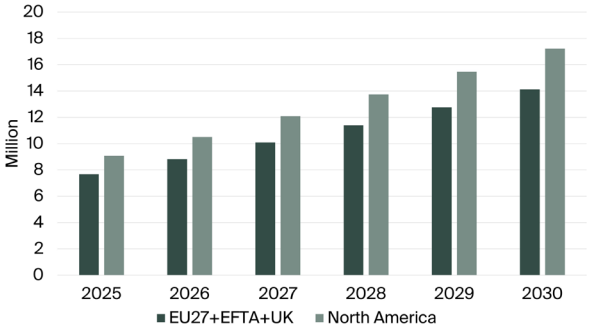


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Glossary

This report will allow you to

Benefit from 30 new executive interviews with market leading companies.

Identify key players on the European and North American consumer asset tracking market.

Learn about the latest propositions from family and child locator service providers.

Understand the opportunities and challenges on the vehicle tracking market.

Anticipate future drivers for uptake of pet tracking solutions.

Predict future trends in the consumer asset tracking market.

Profit from regional market forecasts by segment lasting until 2030.

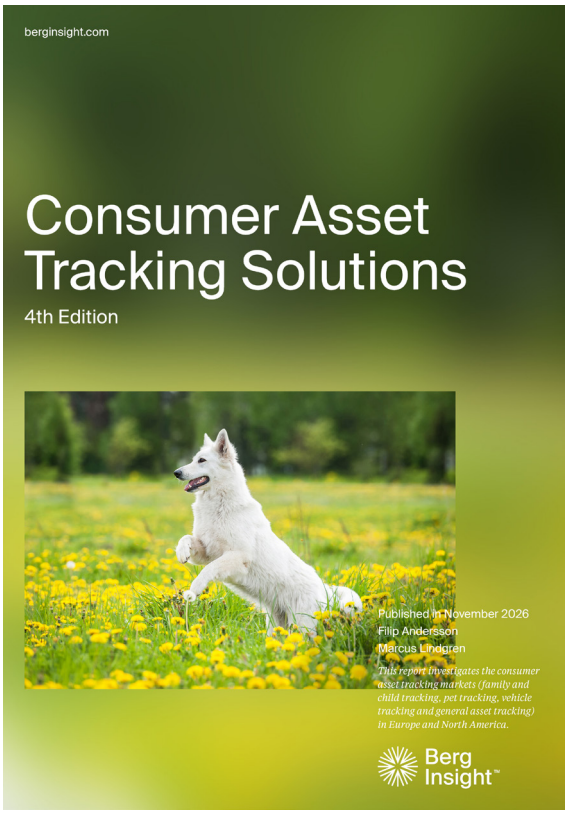
The report answers the following questions

- What is the potential for LPWA connectivity in the consumer asset tracking market?
- Which are the main growth drivers in Europe and North America?
- What are the challenges and roadblocks towards widespread adoption?
- Which are the leading providers of consumer asset tracking solutions?
- What are the business models and channels-to-market?
- What is the potential market size for consumer vehicle tracking solutions?
- How can aftermarket solution providers compete with OEMs?
- How is M&A activity reshaping the competitive landscape?
- How will each of the asset tracking categories evolve in the next five years?



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.



CONSUMER ELECTRONICS

Consumer Asset Tracking Solutions

The key applications for tracking solutions in the consumer market include family and child tracking, pet tracking, vehicle tracking and general asset tracking. The vehicle category can be further divided into cars, motorcycles, mopeds, bicycles, caravans, motor caravans, leisure boats, ATVs and snowmobiles. The general asset tracking category includes any type of asset, such as luggage, keys, wallets, clothes, electronics, tools and sports equipment. Learn more about the business opportunities associated with these tracking solutions in this 185-page strategy report from Berg Insight. Get up to date with the latest information about vendors, products and markets.

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Who should read this report?

Consumer Asset Tracking Solutions is the foremost source of information about the status, future market trends and technology developments on this market. Whether you are a vendor, telecom operator, investor, consultant or application developer, you will gain valuable insights from our in-depth research.

AUTHOR

Marcus Lindgren



Marcus Lindgren is a market analyst covering mainly consumer asset tracking solutions and smart metering in the utilities industry. He holds a Master's degree in Knowledge-Based Entrepreneurship from the School of Business, Economics and Law at the University of Gothenburg and joined Berg Insight in 2026.

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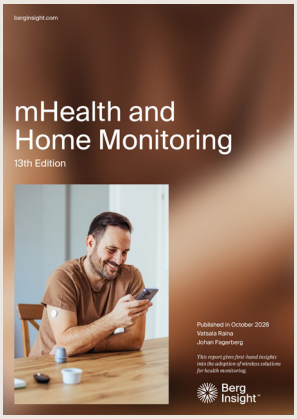
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CONTACT

Berg Insight AB
Viktoriagatan 3
411 25 Gothenburg
Sweden

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



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