



**Press release from IoT analyst firm Berg Insight:**

## **The installed base of fleet management systems in South Africa to reach 3.8 million units by 2027**

Gothenburg, Sweden – July 10, 2023: According to a new research report from the leading IoT analyst firm Berg Insight, the number of active fleet management systems deployed in commercial vehicle fleets in South Africa reached an estimated 2.1 million in Q4-2022. Growing at a compound annual growth rate (CAGR) of 12.2 percent, this number is expected to reach 3.8 million by 2027. South Africa is a relatively mature telematics market and the penetration rate is comparably high from an international perspective. Far from all deployments are however full-scale advanced fleet management solutions. A notable share of the installed fleet telematics systems on the South African market is represented by comparably low-end tracking systems, e.g. light FM solutions, including SVR systems extended with basic FM features.

The South African fleet management market is clearly dominated by five domestic players with broad telematics portfolios that together represent 70 percent of the total number of fleet management systems in use in the country. “Berg Insight ranks Cartrack, Tracker and MiX Telematics as the largest providers of fleet management solutions in South Africa”, said Rickard Andersson, Principal Analyst, Berg Insight. He adds that Cartrack alone has more than half a million active FM units in the country. “The remaining top-5 players are Ctrack and Netstar”, continued Mr. Andersson. Other top-10 players on the South African fleet management market include local providers such as Bidtrack (Bidvest Group), Digicell and GPS Tracking Solutions (Eqstra Fleet Management), as well as international players including Webfleet (Bridgestone) and Gurtam. Lytx, Autotrak, Digital Matter, Scania and Powerfleet (Pointer SA) are additional top-15 providers, all having estimated installed bases of at least 15,000 fleet management units in the country. Players just outside of the top list include Key Telematics/Radius Payment Solutions, Geotab, Mtrack (Electronic Tracking Systems), iCAM Video Telematics, FleetCam and Globaltrack. “In addition to Scania, comparably large installed bases of OEM fleet telematics systems in South Africa have also been achieved by manufacturers such as Daimler Truck, UD Trucks and Volvo Trucks”, concluded Mr. Andersson.

The new study also includes an outlook on the overall African market. Africa is clearly a highly diverse geographic region from a fleet management perspective. The continent can in general be divided into three subregions – South Africa, Sub-Saharan Africa (excluding South Africa) and Northern Africa. The South

African fleet telematics market is far ahead of the rest of the continent in terms of adoption, whereas Sub-Saharan Africa is the least developed region if excluding South Africa. Northern Africa is comparably advanced and well ahead of Sub-Saharan Africa when it comes to fleet telematics penetration, though still quite a bit behind South Africa. The African fleet management market beyond South Africa is by many industry representatives described as challenging. The weak economic conditions and foreign exchange rate fluctuations in combination with the unstable political climate make the Rest of Africa market a challenging business environment overall. There are however promising prospects for players adapting to the local market dynamics as the Rest of Africa market has considerably more untapped opportunity than what South Africa can offer at this stage.

Download report brochure: [Fleet Management in South Africa](#)

### About Berg Insight

Berg Insight is a dedicated M2M/IoT market research firm based in Sweden. We have been specialising in all major M2M/IoT verticals such as fleet management, car telematics, smart metering, smart homes, mHealth and industrial M2M since 2004. Our vision is to be the most valuable source of intelligence for our customers. Berg Insight offers numerous market reports, detailed market forecast databases and advisory services. We provide custom research tailored to your requirements including focussed research papers, business case analysis, go-to-market strategies and bespoke market forecasting. We have provided analytical services to 1400 clients in 72 countries on six continents to date. Our customers range from many of the world's largest mobile operators, IT companies and telecom vendors, to venture capitalists, technology start-ups and specialist consultants.

Installed base of active fleet management units  
(South Africa 2022–2027)

