

Advanced Traveller Information System (ATIS) Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Advanced Traveller Information System Market, valued at USD 5.8 billion in 2024, is expected to grow at an impressive CAGR of 9.8% from 2025 to 2034. This growth is primarily driven by the increasing urbanization and the escalating issue of traffic congestion in cities worldwide. With more people living in densely populated urban areas, the demand for efficient traffic management and real-time information is higher than ever.

The surge in smartphone usage and the rapid adoption of Internet of Things (IoT) devices are playing a crucial role in fueling the ATIS market's expansion. Today, mobile apps offer convenient access to traffic updates, alternative routes, and public transportation schedules, enabling users to make smarter travel decisions. Additionally, IoT sensors embedded in roads and vehicles capture real-time data about traffic conditions, weather, and accidents, creating an integrated system of timely and accurate travel information. This combination of mobile technology and IoT capabilities enhances ATIS, improving traffic flow, reducing congestion, and boosting overall mobility.

The ATIS market is segmented into three core components: hardware, software, and services. By 2034, the passenger car segment is expected to reach USD 4.5 billion, holding a significant 40% share of the market. This growth is driven by the increasing investments in essential hardware components such as sensors, cameras, and IoT devices. These technologies are pivotal for monitoring traffic, collecting data, and integrating seamlessly with ATIS systems to optimize traffic management and urban mobility. The affordability and reliability of smart traffic sensors and connected devices, thanks to IoT advancements, further strengthen ATIS' ability to provide precise, real-

time traffic information.

The ATIS market serves several key applications, including traffic management, route navigation, real-time information delivery, emergency services, public transportation integration, and parking management. In 2024, traffic management accounted for 31% of the market share. As the population of cities continues to grow and the number of vehicles increases, traffic congestion is becoming an ever-greater challenge. ATIS plays a vital role by providing real-time traffic updates, suggesting alternate routes, and managing congestion, thereby improving mobility and reducing delays for travellers.

North America represents a major portion of the global ATIS market, holding 35% of the share in 2024. In this region, substantial investments in smart infrastructure are accelerating the adoption of ATIS solutions for traffic management, public transportation, and parking systems. Both public and private sectors in North America are committed to enhancing road safety and reducing traffic-related fatalities, which has contributed to the widespread deployment of ATIS technologies. These systems deliver real-time updates on accidents, road conditions, construction zones, and weather-related disruptions, empowering drivers to make informed decisions and avoid potential hazards on the road.

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