

Roadways Intelligent Transportation System Market Size, Share & Trends Analysis Report By Offering (Hardware, Software, Services), By System, By Application (Traffic Management, Road Safety and Security, Freight Management), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Roadways Intelligent Transportation System Market Summary

The global roadways intelligent transportation system market size was estimated at USD 25.11 billion in 2025, and is projected to reach USD 50.79 billion by 2033, growing at a CAGR of 9.6% from 2026 to 2033. The growing need for effective traffic congestion management is driving the expansion of the intelligent traffic management system for roadways.

Rapid urbanization and a steady increase in vehicle ownership have intensified traffic congestion challenges in cities across the globe. Traditional traffic control systems are proving inadequate for handling complex, evolving traffic patterns, prompting authorities to seek more advanced solutions. Governments and city planners are increasingly deploying intelligent traffic management systems that leverage real-time data analytics, sensors, and adaptive signal controls to enhance road efficiency and minimize delays. The continuous expansion of urban populations is further accelerating the demand for such advanced traffic management technologies.

The increasing number of vehicles on the road is driving significant demand for intelligent transportation systems to effectively manage growing traffic volumes and improve road safety and efficiency. Rising automobile ownership is prompting city

planners and transportation authorities to implement smart mobility solutions, including adaptive traffic control, vehicle tracking, and real-time traffic monitoring systems. These technologies help optimize traffic flow, reduce congestion, and enhance overall transportation efficiency. Consequently, the surge in automobile sales is indirectly fueling the growth of the intelligent transportation system market, making advanced traffic management solutions essential for maintaining smooth and sustainable mobility in rapidly developing urban regions.

Moreover, the growing focus on road safety and accident reduction is driving the growth of the intelligent transportation system (ITS) market for roadways. The rapid increase in vehicle ownership and the escalating traffic density have prompted governments and transportation authorities worldwide to adopt advanced technologies to reduce road accidents and fatalities. Traditional safety measures, such as static signage and manual monitoring, are proving inadequate for managing today's complex, dynamic traffic environments. Intelligent transportation systems address these challenges by enabling real-time monitoring, data-driven decision-making, and swift incident response, thereby significantly enhancing road safety and overall traffic efficiency.

The deployment of ITS technologies, such as automatic incident detection, traffic surveillance cameras, and adaptive signal control, plays a crucial role in preventing accidents and managing emergencies efficiently. These systems help identify risky driving behaviors, detect collisions instantly, and alert emergency services for quick response. Furthermore, vehicle-to-infrastructure (V2I) communication enhances driver awareness by sharing real-time information on road conditions, congestion, and hazards. Such advanced safety features protect road users and support broader public safety goals, making the adoption of ITS an essential investment for both developed and developing nations.

The rapid adoption of Vehicle-to-Everything (V2X) communication technology is transforming global roadway ITS infrastructure. V2X enables vehicles to communicate with traffic signals, road infrastructure, pedestrians, and other vehicles in real time, thereby enhancing traffic coordination and reducing accident risks. Governments and automotive manufacturers are increasingly investing in connected vehicle ecosystems to support autonomous driving and intelligent mobility. The integration of 5G connectivity with V2X systems is further improving low-latency communication and real-time traffic management capabilities. Moreover, several countries are introducing regulations and pilot projects for connected transportation networks, creating strong growth opportunities for V2X-enabled roadway ITS solutions.

Global Roadways Intelligent Transportation System Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global roadways intelligent transportation system market report based on offering, system, application, and region.

Offering Outlook (Revenue, USD Million, 2021 - 2033)

Hardware

Interface Boards

Sensors

Surveillance Cameras

Telecommunication Networks

Monitoring and Detection Systems

Others

Software

Visualization Software

Video Detection Management Software

Transit Management Software

Others

Services

Cloud services

Business services

Professional services

System Outlook (Revenue, USD Million, 2021 - 2033)

Advanced Traveler Information System (ATIS)

Advanced Traffic Management System (ATMS)

Advanced Transportation Pricing System (ATPS)

Advanced Public Transportation System (APTS)

Emergency Medical System (EMS)

Application Outlook (Revenue, USD Million, 2021 - 2033)

Traffic Management

Road Safety and Security

Freight Management

Public Transport

Environment Protection

Automotive Telematics

Parking Management

Road Tolling Systems

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Mexico

Argentina

Middle East and Africa (MEA)

KSA

UAE

South Africa

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