

U.S. Intelligent Traffic Management System Market Size, Share & Trends Analysis Report By Solution (Traffic Monitoring System, Traffic Signal Control System, Traffic Enforcement Camera, Integrated Corridor Management, Intelligent Driver Information System, Others), And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. intelligent traffic management system market size was estimated at USD 3.41 billion in 2024 and is projected to reach USD 11.36 billion by 2033, growing at a CAGR of 15.0% from 2025 to 2033. The U.S. market is being driven by growing urbanization, rising vehicle ownership, and increasing congestion, which collectively prompt cities and agencies to seek smarter ways to move people and goods.

Municipalities are under pressure to reduce commute times, cut emissions, and improve road safety, which creates demand for systems that deliver real-time traffic monitoring, adaptive signal control, and multimodal management. Meanwhile, broader “smart city” initiatives and a greater public focus on resilience and air quality are encouraging adoption of coordinated traffic-management platforms at scale. These demand-side forces are reflected in market growth forecasts and rising procurement activity across metropolitan planning organizations.

Technological trends shaping the market center on AI/ML for prediction and prescriptive control, edge computing to reduce latency for real-time responses, and richer sensor fusion to improve situational awareness. Vehicle-to-everything communications and cooperative ITS architectures are gaining traction as they enable infrastructure-to-vehicle warnings and more coordinated flow management, while open-source and modular software stacks are lowering integration friction for agencies.

Investment into U.S. ITS and traffic management is a mix of federal grants, state and local capital programs, and private sector contracts and venture funding for software and analytics firms. The Infrastructure Investment and Jobs Act and related discretionary programs have unlocked substantial funding streams for the modernization of transportation assets, giving agencies a longer funding horizon to plan ITS deployments and trials. In parallel, technology vendors and mobility service providers are raising private capital to commercialize AI-driven traffic analytics, connected-vehicle services, and cloud-native traffic platforms, accelerating product maturity and pilot rollout activity.

The U.S. intelligent traffic management system industry continues to face several structural barriers that slow widespread adoption. High upfront capital costs for roadside hardware, communication networks, and system integration continue to be a major challenge, particularly for mid-sized and smaller municipalities. The complexity of connecting new platforms with aging traffic infrastructure further increases implementation timelines and expenses. Budget constraints, competing infrastructure priorities, and construction cost inflation also limit the ability of cities to leverage available federal funding fully.

U.S. Intelligent Traffic Management System Market Report Segmentation

This report forecasts revenue growth at country level 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 U.S. intelligent traffic management system market report based on solution.

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

Traffic Monitoring System

Traffic Signal Control System

Traffic Enforcement Camera

Integrated Corridor Management

Intelligent Driver Information System

Others

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