

Intelligent Transportation System Market with COVID-19 Impact Analysis, by Offering, System (Advanced Traffic Management Systems, ITS-enabled Transportation Pricing Systems, and Others), Application, and Geography - Global Forecast to 2026

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Abstracts

The global ITS market is expected to grow from USD 42.2 billion in 2021 to USD 68.0 billion by 2026, at a CAGR of 10.0% from 2021 to 2026. The key factors driving the growth of the ITS market include government efforts to ensure road and public safety, increased need to reduce traffic congestion, favorable government initiatives for effective traffic management, high adoption of ecofriendly automobile technology, and rapid development of smart cities globally, and others.

The recent COVID-19 pandemic is expected to impact the global ITS market. Due to COVID-19, the travel behavior of people have changed and shared mobility is not attractive anymore without a proper system to ensure hygiene and reliability. This is where ITS can play a key role, to ensure reliability of public transport and hygiene. The ongoing implementation projects of major players are highly hampered due to worldwide lockdown and limited availability of labor and raw material. A number of scheduled product launches and related developments have been postponed due to the pandemic. However, the impact of COVID-19 is expected to reduce during the forecast period.

Hardware segment to account for the largest size of ITS market during the forecast period

On the basis of offering, the ITS market has been segmented into hardware, software, and services. The hardware segment of the ITS market is projected to account for the largest size owing to the implementation of numerous heterogeneous devices, including

cameras, sensors, intelligent traffic management systems, and advanced traveler information systems, across the global ITS infrastructure.

Advanced traffic management systems application to account for the largest size of ITS market during the forecast period

On the basis of system, the ITS market is categorized into five different systems—Advanced Traffic Management Systems (ATMS), Advanced Traveler Information Systems (ATIS), ITS-enabled Transportation Pricing Systems, Advanced Public Transportation Systems (APTS), and Commercial Vehicle Operations (CVO) Systems. The advanced traffic management systems segment is projected to account for the largest size of the ITS market from 2021 to 2026. The largest market size of advanced traffic management systems is attributed to the increasing traffic congestion on roads across the world. In addition, the easy affordability of vehicles, due to favorable schemes and discounts offered by automobile manufacturers, is also resulting in traffic congestion. To address this concern, advanced traffic management systems will be adopted at a higher rate across the world.

APAC to account for the highest growth of ITS market during the forecast period

Among all regions, APAC is expected to register the highest growth in the ITS market during the forecast period. The increasing number of megacities and growing population in developing countries have increased the deployment of ITS in countries such as China, Japan, Australia, and Rest of APAC. These countries are considering ITS as an ideal solution to tackle issues such as traffic congestion, air pollution, and greenhouse gas emissions. The region is expected to exhibit high growth potential for the ITS market during the forecast period attributed to strong economic growth, rise in population, and rapid urbanization.

Breakdown of primary participants:

By Company Type: Tier 1 = 25%, Tier 2 = 35%, and Tier 3 = 40%

By Designation: C-Level Executives = 35%, Directors = 25%, and Others = 40%

By Region: North America = 14%, Europe = 43%, APAC = 29%, and RoW = 14%

Some of the key companies operating in the ITS market are Thales Group (France), Siemens (Germany), Kapsch TrafficCom (Austria), Conduent, Inc. (US), Cubic Corporation (US), and so on.

Research Coverage:

In this report, the ITS market has been segmented on the basis of Offering, System, By Application – Roadways, By Application – Railways, By Application – Aviation, By Application – Maritime and Region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions—North America, Europe, APAC, and RoW. Value chain analysis has been included in the report, along with the key players and their competitive analysis in the ITS ecosystem.

Key Benefits to Buy the Report:

This report includes statistics for the ITS market based on Offering, System, By Application – Roadways, By Application – Railways, By Application – Aviation, By Application – Maritime, and Geography, along with their respective market sizes.

Value chain analysis and key industry trends have been provided for the market.

Major drivers, restraints, opportunities, and challenges for the ITS market have been provided in detail in this report.

This report would help stakeholders to understand their competitors better and gain more insights to enhance their position in the market. The competitive landscape section includes the competitor ecosystem and the recent development strategies adopted by the key players in the market, such as product launches/developments, contracts/collaborations/agreements/acquisitions.

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*Details on Business Overview, Products/solutions/services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

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About

According to the new research report "Intelligent Transportation System Market by Offering, System (Advanced Traffic Management System, Advanced Traveler Information System, ITS-Enabled Transportation Pricing System), Application, and Geography - Global Forecast to 2023", The Intelligent Transportation System (ITS) market in roadways is estimated to be worth USD 23.35 Billion in 2018 and projected to reach USD 30.74 Billion by 2023, at a CAGR of 5.65% between 2018 and 2023.

Some of the key companies operating in the ITS market are:

Thales (France)

Siemens (Germany)

Garmin (Switzerland)

Kapsch TrafficCom (Austria)

TomTom (Netherlands)

Cubic (US)

Q-Free (Norway)

EFKON (Austria)

FLIR Systems (US)

Denso (Japan)

The growth of this market is driven by increasing concerns related to public safety, increasing traffic congestion problem, and favorable government initiatives for effective

traffic management.

The commercial vehicle operation system market in roadways to grow at the highest CAGR

Commercial vehicle operation (CVO) encompasses a range of industries including service and repair vehicle, private buses and taxis, and trucks. The monitoring and information system in CVO helps a driver find safe routes and track the total travel time, as well as enables the owner to monitor the vehicle. CVO includes operations associated with moving freight and passengers in commercial vehicle and activities necessary to regulate these operations, as well as activities related to safety assurance, commercial vehicle credentials, and tax administration. The increasing demand for the expansion of transportation networks and growth in the logistics sector are key reasons for the growing demand for commercial vehicle operation systems.

Hardware offering is expected to lead the overall ITS market in roadways

Hardware offering includes interface boards, sensors, surveillance camera, telecommunication network, monitoring and detection systems, and other hardware components such as linked traffic controller and variable message sign. The large market size for hardware is owing to the implementation of numerous heterogeneous devices, including cameras, sensors, intelligent traffic management systems, and advanced traveler information systems across the ITS infrastructure of any region. In addition, these high-end systems are synchronized to respond in real time; hence, these are likely to need frequent software updates, thereby increasing the operational cost.

North America held the largest share of the intelligent transportation system market in 2017

The highest market size in North America is attributed to the adoption of ITS to counter traffic congestion and boost safety on roads is propelling the growth of the ITS market in this region. Government funding and support toward the implementation of ITS in North America is another major driver for this market.

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