

# Passenger Information System Market by Offering (Solutions and Services), Location (On-board and In-station), Transportation Mode (Railways (Trains and Trams), Roadways, and Airways & Waterways) and Region - Global Forecast to 2028

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## Abstracts

The passenger information system market is estimated at USD 29.3 billion in 2023 to USD 52.6 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 12.4%. The passenger information system (PIS) market aims to create a smoother and more informed travel experience. Rising passenger demand for real-time information is a major factor influencing the PIS market. It provides accurate arrival/departure times, delays, and gate changes, empowering passengers to make informed decisions, and reducing anxiety. Efficient transportation systems rely on informed passengers. Real-time data from PIS allows operators to optimize schedules, manage congestion, and respond promptly to disruptions, leading to smoother operations and reduced delays. Integration with mobile apps provides on-the-go access and personalized updates. Advanced features such as interactive maps, accessibility options, and infotainment options are emerging, further enhancing the travel experience. Looking ahead, artificial intelligence (AI) and the Internet of Things (IoT) are poised to revolutionize PIS. For instance, AI-powered systems predict delays, suggest alternative routes, or even provide personalized recommendations for nearby amenities during layovers.

“The railways transportation mode segment is expected to hold the largest market size during the forecast period.” Trains are expected to have a stronghold in the passenger information system (PIS) market during the forecast period due to their complicated networks with numerous stations and schedules. Unlike simpler transportation modes, this complexity makes real-time information such as arrival times, delays, and platform change crucial for railways. PIS fulfills this need through displays, announcements, and

mobile apps, boosting passenger satisfaction and operational efficiency. Additionally, digitalization trends and heavy investments from railway authorities fuel market growth, leading to even more advanced and user-friendly PIS solutions. PIS promotes safety, generates revenue through targeted advertising, and transforms railway journeys into informed experiences contributing to the adoption of PIS solutions in railways.

“The in-station segment to register the fastest growth rate during the forecast period.” Real-time updates on delays, arrival times, and onward connections displayed on sleek screens or within the smartphone app empower passengers to navigate seamlessly. Passenger expectations are rising, and in-station PIS caters to this demand for personalization. This level of customization fosters a sense of ownership and elevates the overall travel experience. Emergency alerts displayed directly on the phone guide how to reach safe zones in case of unforeseen circumstances. Additionally, real-time communication with trained personnel through the system fosters a sense of security and allows for swift responses to any concerns. Targeted advertising displayed on screens or within apps can be a lucrative source of income for railway authorities. Additionally, promoting onboard services like food and beverage options through the system presents another avenue for financial gain. This continuous investment by authorities fuels further innovation, leading to even more advanced and user-friendly PIS solutions. As the demand for a seamless and informed travel experience continues to rise, in-station PIS is poised to become an indispensable element of modern railway systems.

“Asia Pacific's highest growth rate during the forecast period.”

Asia Pacific anticipates highest growth in the passenger information system (PIS) market during the forecast period because of rapid infrastructure development, booming urban populations, supportive government initiatives, cutting-edge technology, and cost-effectiveness. As governments invest in modernizing transportation networks and passengers demand better experiences, PIS adoption is skyrocketing across railways, airports, and bus systems. From India's Digital India push to China's high-speed rail advancements, Asia Pacific is leading the charge in PIS innovation, poised to be well-positioned in this market.

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the passenger information system market.

By Company Type: Tier 1 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level – 38%, D-level – 30%, and Others – 22%

By Region: North America – 40%, Europe – 15%, Asia Pacific – 35%, and Rest of the World – 10%.

The major players in the passenger information system market are Advantech Co., Ltd. (Taiwan), Alstom SA (France), Wabtec Corporation (US), Cisco Systems (US), Cubic Corporation (US), Siemens AG (Germany), Hitachi Ltd. (Japan), Huawei Technologies Co., Ltd. (China), Mitsubishi Electric Corporation (Japan), Televic (Belgium), ST Engineering Ltd (Singapore), Indra (Spain), Medha Servo Drives (India), Efftronics Systems Pvt. Ltd. (India), Dysten (Poland), Lunetta (India), r2p Group (Germany), Icon Multimedia (Spain), Passio Technologies (US), Teleste (Finland), Lancom D.O.O (Slovenia), Simpleway (Czech Republic), Eke-Electronics (Finland), Quester Tangent (Canada), LOT Group (Ukraine). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their passenger information system market footprint.

## Research Coverage

The market study covers the passenger information system market size across different segments. It aims at estimating the market size and the growth potential across different segments, including solutions (display systems, announcement systems, emergency communication systems, mobile applications, infotainment systems, video surveillance systems, other solutions), services (consulting, deployment & integration, and support & maintenance), location (on-board, in-station), transportation mode (railways, roadways, airways and waterways) and Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

## Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global passenger information system market's revenue numbers and subsegments. This report will help stakeholders understand the competitive

landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

1. Analysis of key drivers (Rise in demand for intelligent public transportation systems, including real-time transit information of passengers, increase in adoption of smartphones and other handheld devices has led to a rise in connectivity and usage of advertising and information systems, advancements in the technological solutions to enhance passenger experience), restraints (high costs involved in implementing and maintaining the passenger information systems), opportunities (adoption of IoT, 5G, and automation technologies to enhance technological optimization), and challenges (complexities in the integration over the legacy infrastructure and communication networks, multiple sensors and touchpoints pose data fusion challenges) influencing the growth of the passenger information system market.
2. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the passenger information system market.
3. Market Development: Comprehensive information about lucrative markets – the report analyses the passenger information system market across various regions.
4. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the passenger information system market.
5. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading companies including Advantech Co., Ltd. (Taiwan), Alstom SA (France), Wabtec Corporation (US), Cisco Systems (US), Cubic Corporation (US), Siemens AG (Germany), Hitachi Ltd. (Japan), Huawei Technologies Co., Ltd. (China), Mitsubishi Electric Corporation (Japan), Televic (Belgium), ST Engineering Ltd (Singapore), Indra (Spain), Medha Servo Drives (India), Efftronics Systems Pvt. Ltd. (India), Dysten (Poland), Lunetta (India), r2p Group (Germany), Icon Multimedia (Spain), Passio Technologies (US), Teleste (Finland), Lancom D.O.O (Slovenia), Simpleway (Czech Republic), Eke-Electronics (Finland), Quester Tangent (Canada), and LOT Group (Ukraine).

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\*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

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- 11.2.2 DYSTEN
- 11.2.3 LUNETTA
- 11.2.4 R2P
- 11.2.5 ICON MULTIMEDIA
- 11.2.6 PASSIO TECHNOLOGIES
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## About

In this report, the PIS market is segmented on the basis of systems, components, services, modes of transportation, and regions.

The value chain of the PIS market is comprised of IT systems and solutions, hardware components and devices, service providers, network services providers, transport service operators (public and private), and passengers.

NA is the major revenue contributor region for the PIS market. The transport services are well established in this region (all three). Apart from transport services, networking and communication services are also favorable for early adoption of PIS solutions. In airways and railways transit services, PIS solutions were adopted at initial stages and in roadways transit service, increased traction can be observed.

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