

Transportation Analytics Market by Type (Descriptive Analytics, Predictive Analytics, Prescriptive Analytics), Mode (Roadways, Railways, Airways, and Waterways), Region (North America, Europe, APAC, Latin America, MEA) - Global Forecast to 2024

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Abstracts

Increasing population, and growing adoption of connected and smart technologies in transportation infrastructure is expected to drive the overall growth of transportation analytics market

The transportation analytics market size is expected to grow from USD 10.3 Billion in 2019 to USD 27.4 Billion by 2024, at a Compound Annual Growth Rate (CAGR) of 21.6% during the forecast period. The transportation analytics market is driven by various factors, such as connected and smart technologies in transportation infrastructure. However, recovering ROI from legacy systems hinders the growth of the market.

Ship monitoring under the waterways mode segment is expected to grow at highest market size during forecast period

The transportation analytics market, based on mode, has been segmented into roadways, railways, airways and waterways. The growth of ship monitoring under the waterways mode is having the highest market size for the forecast period. This is due to the cost optimization factor which is majorly driving ship monitoring system and to improve decisions based on the real-time ships position information.

Europe is expected to constitute the largest market size during the forecast period

Europe is expected to have the largest market size during the forecast period, owing to the growth in investments and funding, and companies are attracting investments to develop transportation solutions and services for different applications in roadways, railways, airways and waterways.

The rapidly growing economies, such as Germany, UK, France, and Spain, are implementing transportation analytics driven by the strong compliance and regulatory landscape and increasing investments from government as well companies to address issues in the transportation sector and to improve the operational efficiency. The companies operating in Europe would benefit from the flexible economic conditions, industrialization-and globalization-motivated policies of the governments, as well as from the growing digitalization, which is expected to have a huge impact on the business community.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the transportation analytics marketplace.

By Company: Tier II - 15%, Tier II - 40%, and Tier III – 45%

By Designation: C-Level Executives - 50%, Directors - 30%, and Others - 20%

By Region: North America - 26%, Europe - 32%, APAC - 32%, MEA - 10%,

The report includes the study of the key players offering transportation analytics solutions and services. The major transportation analytics vendors include IBM (US), Siemens(Germany), Cubic (US), Cellint (Israel), Alteryx (US), Kapsch Trafficcom (Austria), INRIX (US), Indra Sistema (Spain), Trimble (US), TomTom (Netherland), Iteris (US), Conduent (US), Hitachi (France), Thales (France), OmniTracs (US), Techvantage (US), CARTO (US), Syntelic (US), SmartDrive Systems (US), Envista (US). The study includes in-depth competitive analysis of these key players in the transportation analytics market, with their company profiles, recent developments, and key market strategies.

Research Coverage

The market study covers the transportation analytics market across segments. It aims at estimating the market size and the growth potential of this market, across different

segments such as type, mode and regions. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall transportation analytics market and its subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and to plan suitable go-to-market strategies. The report will also help stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 INCLUSION AND EXCLUSION
- 1.4 MARKET SCOPE
- 1.5 MARKET SEGMENTATION
- 1.6 REGIONS COVERED
- 1.7 YEARS CONSIDERED FOR THE STUDY
- 1.8 CURRENCY CONSIDERED
- 1.9 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakdown of primary profiles
 - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
 - 2.3.1 TOP-DOWN APPROACH
 - 2.3.2 BOTTOM-UP APPROACH
- 2.4 MARKET FORECAST
- 2.5 ASSUMPTIONS FOR THE STUDY
- 2.6 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE TRANSPORTATION ANALYTICS MARKET
- 4.2 TRANSPORTATION ANALYTICS MARKET: TOP 3 MODES OF TRANSPORTATION
- 4.3 TRANSPORTATION ANALYTICS MARKET: BY REGION

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Growing adoption of connected and smart technologies in transportation infrastructure

5.2.1.2 Rising urban population and high demographic rates

5.2.1.3 Government initiatives for smart cities

5.2.2 RESTRAINTS

5.2.2.1 Recovering ROI from legacy systems

5.2.2.2 Compliance with stringent transportation regulatory policies

5.2.3 OPPORTUNITIES

5.2.3.1 Designing and developing connected vehicles compatible with ITS

5.2.3.2 Evolution of semi-autonomous and autonomous vehicles

5.2.4 CHALLENGES

5.2.4.1 Moving diversified portfolio of goods to the growing marketplace

5.2.4.2 Integration complexities over legacy systems and network

5.3 USE CASES

5.3.1 USE CASE: SCENARIO 1

5.3.2 USE CASE: SCENARIO 2

5.3.3 USE CASE: SCENARIO 3

5.4 REGULATORY IMPLICATIONS

5.4.1 GENERAL DATA PROTECTION REGULATION

5.4.2 FEDERAL TRADE COMMISSION

6 TRANSPORTATION ANALYTICS MARKET, BY TYPE

6.1 INTRODUCTION

6.2 DESCRIPTIVE ANALYTICS

6.2.1 EXTRACTING INSIGHTFUL INFORMATION FROM THE HISTORIC DATA

6.3 PREDICTIVE ANALYTICS

6.3.1 PREDICTIVE ANALYTICS HELPS MAKE TRAVEL SMOOTHER BY OPTIMIZING TRANSPORTATION INFRASTRUCTURE

6.4 PRESCRIPTIVE ANALYTICS

6.4.1 COST SAVING AND PERFORMANCE IMPROVEMENT TO THE DRIVE USE OF PRESCRIPTIVE ANALYTICS

7 TRANSPORTATION ANALYTICS MARKET, BY MODE

Transportation Analytics Market by Type (Descriptive Analytics, Predictive Analytics, Prescriptive Analytics),...

7.1 INTRODUCTION

7.2 ROADWAYS

7.2.1 ROAD SAFETY MANAGEMENT

7.2.1.1 Governments are encouraging investments in transportation for passenger's safety

7.2.2 ROAD TRAFFIC MANAGEMENT

7.2.2.1 Need to manage both vehicular and non-vehicular traffic boost the need for better traffic management

7.3 RAILWAYS

7.3.1 PERFORMANCE MANAGEMENT

7.3.1.1 Increasing number of passengers and expanding rail network worldwide to boost the demand for rail transportation services

7.3.2 RAIL TRAFFIC MANAGEMENT

7.3.2.1 Public safety to be the major reason for growth of advanced rail traffic management

7.4 AIRWAYS

7.4.1 AIR TRAFFIC MANAGEMENT

7.4.1.1 Increasing flight frequency and the need to avoid air accidents to drive the use of air traffic management

7.4.2 ROUTE OPTIMIZATION

7.4.2.1 Unpredictable weather conditions and increasing air traffic to boost route optimization in the airways segment

7.5 WATERWAYS

7.5.1 SHIP MONITORING

7.5.1.1 Cost optimization to drive ship monitoring systems

7.5.2 ROUTE OPTIMIZATION

8 TRANSPORTATION ANALYTICS MARKET, BY REGION

8.1 INTRODUCTION

8.2 NORTH AMERICA

8.2.1 UNITED STATES

8.2.1.1 Government organizations in the US are formulating specific programs and taking initiatives to implement transportation analytics

8.2.2 CANADA

8.2.2.1 Government push in smart transportation initiatives for the development of smart cities to boost the adoption of transportation analytics solutions in Canada

8.3 EUROPE

8.3.1 UNITED KINGDOM

8.3.2 GERMANY

8.3.2.1 Government collaboration and initiatives with transportation analytics vendors to drive increased investments in the transportation analytics market in Germany

8.3.3 FRANCE

8.3.4 SPAIN

8.3.5 REST OF EUROPE

8.4 ASIA PACIFIC

8.4.1 CHINA

8.4.1.1 Government initiatives and investment in the transportation technologies to adoption to drive the transportation analytics market

8.4.2 AUSTRALIA

8.4.2.1 Smart city projects and government initiatives to drive the transportation analytics market in Australia

8.4.3 SINGAPORE

8.4.3.1 Rising implementation of AI and analytics to drive the adoption of transportation analytics solutions

8.4.4 JAPAN

8.4.4.1 Rising implementation of big data and analytics to drive the adoption of transportation analytics in Japan

8.4.5 REST OF ASIA PACIFIC

8.5 MIDDLE EAST AND AFRICA

8.5.1 MIDDLE EAST

8.5.1.1 Major investments to develop efficient logistics and transport facilities to drive the market in the region

8.5.2 AFRICA

8.5.2.1 Growing adoption of digital technologies to boost the growth of transportation analytics market in the African region

8.6 LATIN AMERICA

8.6.1 BRAZIL

8.6.1.1 Increasing investments and the support of Brazilian government to manage public, marine, and air transport to drive the adoption of transportation analytics in Brazil

8.6.2 MEXICO

9 COMPETITIVE LANDSCAPE

9.1 COMPETITIVE LEADERSHIP MAPPING, 2019

9.1.1 VISIONARIES

9.1.2 INNOVATORS

- 9.1.3 DYNAMIC DIFFERENTIATORS
- 9.1.4 EMERGING COMPANIES
- 9.2 STRENGTH OF PRODUCT PORTFOLIO
- 9.3 BUSINESS STRATEGY EXCELLENCE

10 COMPANY PROFILES

(Business Overview, Products/ Solutions and Services Offered, Recent Developments, SWOT Analysis, and MnM View)*

- 10.1 INTRODUCTION
- 10.2 IBM
- 10.3 SIEMENS
- 10.4 CUBIC
- 10.5 CELLINT
- 10.6 ALTERYX
- 10.7 KAPSCH TRAFFICCOM
- 10.8 INRIX
- 10.9 INDRA SISTEMAS
- 10.10 TRIMBLE
- 10.11 TOMTOM
- 10.12 ITERIS
- 10.13 CONDUENT
- 10.14 HITACHI
- 10.15 THALES GROUP
- 10.16 OMNITRACS
- 10.17 TECHVANTAGEE
- 10.18 CARTO
- 10.19 SYNTELIC
- 10.20 SMARTDRIVE SYSTEMS
- 10.21 ENVISTA

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

11 APPENDIX

- 11.1 INDUSTRY EXPERTS
- 11.2 DISCUSSION GUIDE
- 11.3 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

11.4 AVAILABLE CUSTOMIZATIONS

11.5 RELATED REPORTS

11.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2016–2018

TABLE 2 FACTOR ANALYSIS

TABLE 3 GLOBAL TRANSPORTATION ANALYTICS MARKET SIZE AND GROWTH RATE, 2017–2024 (USD MILLION, Y-O-Y %)

TABLE 4 AUTONOMOUS VEHICLES: FUTURE LANDSCAPE, 2010–2060

TABLE 5 TRANSPORTATION ANALYTICS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 6 DESCRIPTIVE ANALYTICS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 7 PREDICTIVE ANALYTICS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 8 PRESCRIPTIVE ANALYTICS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 9 TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 10 ROADWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 11 ROADWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 12 RAILWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 13 RAILWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 14 AIRWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 15 AIRWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 16 WATERWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 17 WATERWAYS: TRANSPORTATION ANALYTICS MARKET SIZE, BY APPLICATION, 2017–2024 (USD MILLION)

TABLE 18 TRANSPORTATION ANALYTICS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 19 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 20 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 21 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 22 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 23 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 24 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 25 NORTH AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 26 UNITED STATES: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 27 UNITED STATES: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 28 UNITED STATES: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 29 UNITED STATES: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 30 UNITED STATES: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 31 CANADA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 32 CANADA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 33 CANADA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 34 CANADA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 35 CANADA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 36 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 37 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 38 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 39 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY,

2017–2024 (USD MILLION)

TABLE 40 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 41 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 42 EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 43 UNITED KINGDOM: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 44 UNITED KINGDOM: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 45 UNITED KINGDOM: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 46 UNITED KINGDOM: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 47 UNITED KINGDOM: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 48 GERMANY: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 49 GERMANY: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 50 GERMANY: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 51 GERMANY: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 52 GERMANY: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 53 FRANCE: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 54 FRANCE TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 55 FRANCE: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 56 FRANCE: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 57 FRANCE: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 58 SPAIN: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 59 SPAIN: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 60 SPAIN: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 61 SPAIN: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 62 SPAIN: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 63 REST OF EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 64 REST OF EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 65 REST OF EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 66 REST OF EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 67 REST OF EUROPE: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 68 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 69 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 70 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 71 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 72 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 73 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 74 ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 75 CHINA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 76 CHINA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 77 CHINA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 78 CHINA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY,

2017–2024 (USD MILLION)

TABLE 79 CHINA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 80 AUSTRALIA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 81 AUSTRALIA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 82 AUSTRALIA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 83 AUSTRALIA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 84 AUSTRALIA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 85 SINGAPORE: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 86 SINGAPORE: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 87 SINGAPORE: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 88 SINGAPORE: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 89 SINGAPORE: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 90 JAPAN: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 91 JAPAN: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 92 JAPAN: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 93 JAPAN: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 94 JAPAN: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 95 REST OF ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 96 REST OF ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 97 REST OF ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 98 REST OF ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 99 REST OF ASIA PACIFIC: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 100 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 101 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 102 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 103 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY 2017–2024 (USD MILLION)

TABLE 104 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 105 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 106 MIDDLE EAST AND AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 107 MIDDLE EAST: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 108 MIDDLE EAST: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 109 MIDDLE EAST: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 110 MIDDLE EAST: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 111 MIDDLE EAST: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY 2017–2024 (USD MILLION)

TABLE 112 AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 113 AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 114 AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 115 AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 116 AFRICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 117 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY

TYPE, 2017–2024 (USD MILLION)

TABLE 118 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 119 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 120 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 121 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 122 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 123 LATIN AMERICA: TRANSPORTATION ANALYTICS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 124 BRAZIL: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 125 BRAZIL: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 126 BRAZIL: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 127 BRAZIL: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 128 BRAZIL: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

TABLE 129 MEXICO: TRANSPORTATION ANALYTICS MARKET SIZE, BY MODE, 2017–2024 (USD MILLION)

TABLE 130 MEXICO: TRANSPORTATION ANALYTICS MARKET SIZE, BY ROADWAY, 2017–2024 (USD MILLION)

TABLE 131 MEXICO: TRANSPORTATION ANALYTICS MARKET SIZE, BY RAILWAY, 2017–2024 (USD MILLION)

TABLE 132 MEXICO: TRANSPORTATION ANALYTICS MARKET SIZE, BY AIRWAY, 2017–2024 (USD MILLION)

TABLE 133 MEXICO: TRANSPORTATION ANALYTICS MARKET SIZE, BY WATERWAY, 2017–2024 (USD MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 1 TRANSPORTATION ANALYTICS MARKET: RESEARCH DESIGN

FIGURE 2 TRANSPORTATION ANALYTICS MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

FIGURE 3 TRANSPORTATION ANALYTICS MARKET, BY TYPE

FIGURE 4 TRANSPORTATION ANALYTICS MARKET, BY MODE(2019)

FIGURE 5 TRANSPORTATION ANALYTICS MARKET SNAPSHOT, BY REGION

FIGURE 6 INCREASING AWARENESS AND ADOPTION OF CONNECTED AND SMART TECHNOLOGIES IN THE TRANSPORTATION INFRASTRUCTURE AND RISING URBAN POPULATION ARE THE MAJOR FACTORS DRIVING THE GROWTH OF THE TRANSPORTATION ANALYTICS MARKET DURING THE FORECAST PERIOD

FIGURE 7 ROADWAYS MODE SEGMENT TO HOLD THE LARGEST MARKET SIZE DURING FORECAST PERIOD

FIGURE 8 EUROPE TO HOLD THE HIGHEST MARKET SHARE IN 2019

FIGURE 9 TRANSPORTATION ANALYTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 10 PREDICTIVE ANALYTICS IS PROJECTED TO EXPAND AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 11 WATERWAYS SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 12 ROAD TRAFFIC MANAGEMENT TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 13 RAIL TRAFFIC MANAGEMENT TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 14 AIR TRAFFIC MANAGEMENT SEGMENT TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 15 SHIP MONITORING SEGMENT TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 16 EUROPE TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 17 AFRICAN TRANSPORTATION ANALYTICS MARKET TO REGISTER THE HIGHEST CAGR AMONG ALL COUNTRIES DURING THE FORECAST PERIOD

FIGURE 18 ASIA PACIFIC TRANSPORTATION ANALYTICS MARKET TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 19 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 20 EUROPE: MARKET SNAPSHOT

FIGURE 21 TRANSPORTATION ANALYTICS MARKET (GLOBAL) COMPETITIVE LEADERSHIP MAPPING, 2019

FIGURE 22 IBM: COMPANY SNAPSHOT

FIGURE 23 IBM: SWOT ANALYSIS

FIGURE 24 SIEMENS: COMPANY SNAPSHOT

FIGURE 25 CUBIC: COMPANY SNAPSHOT

FIGURE 26 CUBIC: SWOT ANALYSIS

FIGURE 27 ALTERYX: COMPANY SNAPSHOT

FIGURE 28 KAPSCH TRAFFICCOM: COMPANY SNAPSHOT

FIGURE 29 KAPSCH TRAFFICCOM: SWOT ANALYSIS:

FIGURE 30 INDRA SISTEMAS: COMPANY SNAPSHOT

FIGURE 31 TRIMBLE: COMPANY SNAPSHOT

FIGURE 32 TOMTOM: COMPANY SNAPSHOT

FIGURE 33 ITERIS: COMPANY SNAPSHOT

FIGURE 34 CONDUENT: COMPANY SNAPSHOT

FIGURE 35 HITACHI: COMPANY SNAPSHOT

FIGURE 36 THALES GROUP: COMPANY SNAPSHOT

FIGURE 37 THALES GROUP: SWOT ANALYSIS

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