

Transportation Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Analytics Type(Descriptive Analytics, Predictive Analytics, Prescriptive Analytics), By Component, By Deployment, By Mode of Transportation, By Application,

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Abstracts

The Transportation Analytics Market is valued at USD 21.2 billion in 2025 and is projected to grow at a CAGR of 17.3% to reach USD 89.3 billion by 2034. The Transportation Analytics Market is rapidly transforming how governments, cities, logistics providers, and mobility companies manage and optimize transportation networks. Transportation analytics involves collecting, processing, and interpreting large datasets from various sources like GPS, traffic sensors, IoT devices, and ticketing systems to derive actionable insights. These insights help in traffic management, route optimization, infrastructure planning, safety improvement, and predictive maintenance. With urbanization surging and smart city initiatives gaining traction, the need for intelligent, data-driven decision-making in transportation systems is escalating. Technologies such as artificial intelligence (AI), machine learning, big data analytics, and cloud computing are revolutionizing how transportation networks are monitored and improved. Public and private sectors alike are investing heavily in advanced analytics solutions to boost efficiency, enhance user experiences, reduce operational costs, and meet environmental goals. The market is poised for strong growth as the integration of autonomous vehicles, electric fleets, and multimodal mobility platforms continues to evolve globally. The Transportation Analytics Market saw considerable momentum fueled by digital transformation initiatives, sustainability drives, and growing investments in smart infrastructure. Transportation agencies adopted predictive analytics to better manage traffic congestion, forecast demand patterns, and reduce emissions. AI-

powered traffic management platforms were deployed in several major cities, optimizing signal timings and reducing bottlenecks. Freight companies used real-time analytics to streamline supply chain logistics, resulting in lower fuel consumption and faster delivery times. The aviation and rail sectors embraced analytics for maintenance prediction, enhancing operational uptime and passenger satisfaction. With the rise of micromobility services, data analytics helped cities better integrate scooters, bikes, and shared vehicles into public transit ecosystems. Data privacy and cybersecurity became critical themes as the volume of sensitive transport data surged. Overall, 2024 was marked by broader adoption of real-time, cloud-based, and AI-enhanced transportation analytics solutions, reshaping the way mobility systems operate across the globe. The Transportation Analytics Market is expected to expand rapidly, driven by the convergence of smart cities, autonomous mobility, and environmental sustainability efforts. Emerging technologies like edge analytics, digital twins, and 6G connectivity will enable even faster, decentralized data processing for transportation networks. Predictive analytics will increasingly be applied to multimodal transport systems, helping planners manage integrated networks seamlessly. As cities prioritize Vision Zero goals to eliminate traffic fatalities, analytics solutions will focus more on safety enhancements through real-time incident detection and proactive interventions. Climate-related resilience planning will become a significant analytics application, helping cities design adaptive transport infrastructures. However, the complexity of managing and harmonizing massive, heterogeneous datasets from different modes of transport will remain a challenge, pushing for new standards, partnerships, and advanced data governance frameworks to unlock the full potential of transportation analytics.

Key Insights Transportation Analytics Market

Adoption of AI-powered predictive analytics is rising across transportation networks. Cities and logistics companies are using machine learning models to forecast traffic patterns, predict equipment failures, and proactively manage congestion, improving efficiency, reducing costs, and enhancing traveler experiences.

Deployment of digital twin technology in transportation is gaining momentum. By creating real-time virtual replicas of transportation systems, planners and operators can simulate scenarios, optimize infrastructure usage, and test resilience strategies before real-world implementation, leading to smarter investment decisions.

Integration of multimodal transport analytics is becoming critical. Solutions that

analyze data across public transit, micromobility, ride-sharing, and freight are helping cities and operators manage interconnected networks more efficiently, providing seamless mobility options to travelers.

Growth in edge analytics for transportation is transforming data management. By processing transport data locally at sensors or vehicles, edge analytics reduces latency, enhances privacy, and enables faster decision-making in real-time critical applications like autonomous vehicle navigation and dynamic traffic control.

Focus on transportation sustainability and climate resilience is driving the application of analytics. Cities are leveraging transportation data to design eco-friendly mobility solutions, optimize energy consumption, and adapt transport infrastructure to withstand climate change-related disruptions.

Rising urbanization and traffic congestion are major drivers pushing the need for transportation analytics. Cities require intelligent solutions to manage growing mobility demands, optimize network efficiency, and reduce environmental and economic costs associated with traffic jams and inefficient transport systems.

Increasing investments in smart city projects worldwide are fueling demand for transportation analytics. Governments are deploying integrated, data-driven mobility systems to enhance quality of life, promote economic growth, and meet sustainability targets, creating strong momentum for analytics adoption.

Advancements in IoT, connected vehicles, and sensor technologies are enabling massive data generation across transportation ecosystems. The availability of real-time, high-quality transport data is a key enabler for the development and deployment of advanced analytics solutions.

Rising focus on safety, security, and operational efficiency in transportation systems is driving the use of analytics for incident detection, risk assessment, asset monitoring, and compliance reporting, helping operators meet regulatory standards and minimize service disruptions.

Data integration and standardization across diverse transport modes and systems remain a significant challenge. The lack of uniform data formats, interoperability issues, and fragmented ownership models complicate comprehensive analysis, requiring new frameworks for seamless data

aggregation, governance, and collaborative partnerships.

Transportation Analytics Market Segmentation

By Analytics Type

Descriptive Analytics

Predictive Analytics

Prescriptive Analytics

By Component

Solutions

Services

By Deployment

On-Premise

Cloud

Hybrid

By Mode of Transportation

Railways

Roadways

Maritime

Airways

By Application

Remote Sensing

Transit Management

Traffic Management

Incident Management

Logistics Management

Other Applications

Key Companies Analysed

IBM Corporation

SAS Institute Inc.

SAP SE

Oracle Corporation

Microsoft Corporation

Hexagon AB

Trimble Inc.

INRIX

TomTom N.V.

PTV Group

Transportation Analytics Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Transportation Analytics Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Transportation Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Transportation Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Transportation Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Transportation Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Transportation Analytics market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Transportation Analytics value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Transportation Analytics industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in

shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Transportation Analytics Market Report

Global Transportation Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Transportation Analytics trade, costs, and supply chains

Transportation Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Transportation Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Transportation Analytics market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Transportation Analytics supply chain analysis

Transportation Analytics trade analysis, Transportation Analytics market price analysis, and Transportation Analytics supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Transportation Analytics market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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