

# Traffic Sensor Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application

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## Abstracts

### Traffic Sensor Market Summary

#### Introduction

Traffic sensors are advanced devices integral to modern transportation systems, designed to monitor and manage vehicular and pedestrian traffic effectively. This industry is characterized by its reliance on cutting-edge technologies such as radar, LiDAR, infrared, and image recognition to collect real-time data on traffic flow, vehicle speed, and occupancy. These sensors enable intelligent transportation systems (ITS) to optimize signal timing, reduce congestion, and enhance road safety, catering to the growing needs of urbanized societies. The market thrives on the push for smart city initiatives, increasing vehicle ownership, and the demand for efficient infrastructure management, with trends pointing toward AI integration and non-intrusive sensor adoption.

#### Market Size and Growth Forecast

The global traffic sensor market was valued at USD 530 million to USD 830 million in 2024, with an estimated compound annual growth rate (CAGR) of 7.0% to 9.0% from 2025 to 2030, fueled by urbanization and investments in smart transportation solutions.

#### Regional Analysis

North America grows at 6.5-8.5%, with the United States driving demand through smart city projects and stringent safety regulations; trends focus on integrating sensors with

autonomous vehicle systems.

Europe sees a growth rate of 7.0-9.0%, led by Germany and the UK, where sustainable transport policies and ITS adoption are prominent; trends emphasize eco-friendly traffic management.

Asia Pacific exhibits a growth rate of 8.0-10.0%, with China and India at the forefront due to rapid urban expansion; trends highlight scalable, cost-effective sensor deployments.

The Rest of the World grows at 6.0-8.0%, with emerging markets like Brazil and the UAE investing in infrastructure; trends focus on addressing traffic congestion in growing cities.

#### Application Analysis

Vehicle Measurement and Profiling grows at 7.0-9.0%, used for classifying vehicles and tracking movements; trends lean toward precision with AI-enhanced sensors.

Weigh in Motion grows at 7.5-9.5%, critical for freight management and tolling; trends emphasize durability and real-time accuracy.

Traffic Monitoring grows at 7.0-9.0%, aiding congestion control and safety; trends focus on integrating with smart grids.

Automated Tolling grows at 8.0-10.0%, streamlining e-toll systems; trends highlight contactless payment integration.

#### Key Market Players

EFKON, based in Austria, specializes in intelligent transportation solutions, offering sensors for tolling and traffic management.

Kapsch TrafficCom, headquartered in Austria, provides comprehensive ITS solutions, focusing on traffic monitoring and tolling systems.

International Road Dynamics, from Canada, develops sensors for weigh-in-motion and vehicle profiling, serving global highway networks.

FLIR Systems, based in the USA, offers thermal and infrared sensors, enhancing traffic visibility in adverse conditions.

TE Connectivity, headquartered in Switzerland, produces robust sensor components for traffic applications, emphasizing reliability.

SWARCO, from Austria, delivers traffic management systems, integrating sensors for urban mobility solutions.

Sick, based in Germany, focuses on sensor technologies for traffic monitoring, known for precision engineering.

TransCore, from the USA, excels in automated tolling and ITS, serving large-scale infrastructure projects.

Axis Communication, headquartered in Sweden, provides video-based traffic sensors, enhancing surveillance capabilities.

Raytheon Company, based in the USA, integrates advanced sensors into defense and civilian traffic systems.

Q-Free, from Norway, offers tolling and traffic management solutions with a focus on sustainability.

Kistler Group, headquartered in Switzerland, specializes in piezoelectric sensors for weigh-in-motion applications.

Siemens, based in Germany, delivers integrated traffic solutions, leveraging sensors for smart city ecosystems.

Sensys Networks, from the USA, focuses on wireless traffic sensors, optimizing urban traffic flow.

Leddar Tech, headquartered in Canada, develops LiDAR-based sensors, advancing traffic detection capabilities.

Image Sensing Systems, based in the USA, provides image-based traffic monitoring solutions for real-time analytics.

AGD Systems, from the UK, offers radar and detection systems for traffic management.

Jenoptik, headquartered in Germany, specializes in speed and traffic enforcement sensors.

Miovision, based in Canada, delivers data-driven traffic management solutions using advanced sensors.

Diablo Controls, from the USA, focuses on vehicle detection sensors for traffic signals.

### Porter's Five Forces Analysis

The threat of new entrants is moderate, with significant technological and capital barriers offset by growing market demand.

The threat of substitutes is low, as traditional methods like manual monitoring lack the efficiency of sensors.

Buyer power is moderate, with municipalities and governments prioritizing quality and integration over cost alone.

Supplier power is low, due to the availability of sensor components from multiple global vendors.

Competitive rivalry is high, with firms racing to innovate in AI, connectivity, and sensor accuracy.

### Market Opportunities and Challenges

#### Opportunities

The rise of smart cities offers vast potential for sensor deployment in urban planning.

Integration with autonomous vehicles enhances demand for real-time traffic data.

Growing emphasis on road safety drives investment in advanced monitoring

systems.

## Challenges

High installation and maintenance costs deter widespread adoption in developing regions.

Data privacy concerns arise from extensive traffic surveillance.

Interoperability issues between diverse sensor systems complicate large-scale implementations.

## Merger and Acquisition News

**LEOTEK Acquires Traffic Business from LED Giant Dialight, Becoming the Top Traffic Signal Solution Provider (Date: October 2024):** This acquisition strengthens LEOTEK's position in the traffic sensor market by integrating Dialight's expertise in LED-based traffic solutions, enhancing sensor-signal integration for smarter traffic management.

**Econolite Acquires Western Pacific Signal, LLC (Date: September 2024):** This move expands Econolite's portfolio in traffic control systems, incorporating Western Pacific's regional sensor expertise, boosting its ability to serve North American markets with advanced traffic monitoring solutions.

## Growth Trend Analysis

Innovations like WSP's revolutionary traffic sensor system unveiled in 2024 signal a shift toward more integrated and efficient traffic management tools. Additionally, U.S. Department of Transportation data from January 2025 shows transborder freight reaching USD 134.4 billion, an 8.2% increase from January 2024, reflecting growing transportation demands that fuel the need for traffic sensors. This trend supports a projected CAGR of 7.0-9.0% through 2030, driven by infrastructure modernization and freight management needs.

## Contents

Table of Content

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

### **CHAPTER 4 MARKET LANDSCAPE**

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

6.1 Upstream/Suppliers Analysis

6.2 Traffic Sensor Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

## **CHAPTER 7 LATEST MARKET DYNAMICS**

- 7.1 Latest News
- 7.2 Merger and Acquisition
- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

## **CHAPTER 8 TRADING ANALYSIS**

- 8.1 Export of Traffic Sensor by Region
- 8.2 Import of Traffic Sensor by Region
- 8.3 Balance of Trade

## **CHAPTER 9 HISTORICAL AND FORECAST TRAFFIC SENSOR MARKET IN NORTH AMERICA (2020-2030)**

- 9.1 Traffic Sensor Market Size
- 9.2 Traffic Sensor Demand by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Type Segmentation and Price
- 9.5 Key Countries Analysis
  - 9.5.1 United States
  - 9.5.2 Canada
  - 9.5.3 Mexico

## **CHAPTER 10 HISTORICAL AND FORECAST TRAFFIC SENSOR MARKET IN SOUTH AMERICA (2020-2030)**

- 10.1 Traffic Sensor Market Size
- 10.2 Traffic Sensor Demand by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Type Segmentation and Price
- 10.5 Key Countries Analysis
  - 10.5.1 Brazil
  - 10.5.2 Argentina
  - 10.5.3 Chile
  - 10.5.4 Peru

## **CHAPTER 11 HISTORICAL AND FORECAST TRAFFIC SENSOR MARKET IN ASIA**

**& PACIFIC (2020-2030)**

- 11.1 Traffic Sensor Market Size
- 11.2 Traffic Sensor Demand by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Type Segmentation and Price
- 11.5 Key Countries Analysis
  - 11.5.1 China
  - 11.5.2 India
  - 11.5.3 Japan
  - 11.5.4 South Korea
  - 11.5.5 Southeast Asia
  - 11.5.6 Australia

**CHAPTER 12 HISTORICAL AND FORECAST TRAFFIC SENSOR MARKET IN EUROPE (2020-2030)**

- 12.1 Traffic Sensor Market Size
- 12.2 Traffic Sensor Demand by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Type Segmentation and Price
- 12.5 Key Countries Analysis
  - 12.5.1 Germany
  - 12.5.2 France
  - 12.5.3 United Kingdom
  - 12.5.4 Italy
  - 12.5.5 Spain
  - 12.5.6 Belgium
  - 12.5.7 Netherlands
  - 12.5.8 Austria
  - 12.5.9 Poland
  - 12.5.10 Russia

**CHAPTER 13 HISTORICAL AND FORECAST TRAFFIC SENSOR MARKET IN MEA (2020-2030)**

- 13.1 Traffic Sensor Market Size
- 13.2 Traffic Sensor Demand by End Use
- 13.3 Competition by Players/Suppliers



13.4 Type Segmentation and Price

13.5 Key Countries Analysis

13.5.1 Egypt

13.5.2 Israel

13.5.3 South Africa

13.5.4 Gulf Cooperation Council Countries

13.5.5 Turkey

## **CHAPTER 14 SUMMARY FOR GLOBAL TRAFFIC SENSOR MARKET (2020-2025)**

14.1 Traffic Sensor Market Size

14.2 Traffic Sensor Demand by End Use

14.3 Competition by Players/Suppliers

14.4 Type Segmentation and Price

## **CHAPTER 15 GLOBAL TRAFFIC SENSOR MARKET FORECAST (2025-2030)**

15.1 Traffic Sensor Market Size Forecast

15.2 Traffic Sensor Demand Forecast

15.3 Competition by Players/Suppliers

15.4 Type Segmentation and Price Forecast

## **CHAPTER 16 ANALYSIS OF GLOBAL KEY VENDORS**

16.1 EFKON

16.1.1 Company Profile

16.1.2 Main Business and Traffic Sensor Information

16.1.3 SWOT Analysis of EFKON

16.1.4 EFKON Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.2 Kapsch TrafficCom

16.2.1 Company Profile

16.2.2 Main Business and Traffic Sensor Information

16.2.3 SWOT Analysis of Kapsch TrafficCom

16.2.4 Kapsch TrafficCom Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.3 International Road Dynamics

16.3.1 Company Profile

16.3.2 Main Business and Traffic Sensor Information

16.3.3 SWOT Analysis of International Road Dynamics

16.3.4 International Road Dynamics Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.4 FLIR Systems

16.4.1 Company Profile

16.4.2 Main Business and Traffic Sensor Information

16.4.3 SWOT Analysis of FLIR Systems

16.4.4 FLIR Systems Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.5 TE Connectivity

16.5.1 Company Profile

16.5.2 Main Business and Traffic Sensor Information

16.5.3 SWOT Analysis of TE Connectivity

16.5.4 TE Connectivity Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.6 SWARCO

16.6.1 Company Profile

16.6.2 Main Business and Traffic Sensor Information

16.6.3 SWOT Analysis of SWARCO

16.6.4 SWARCO Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.7 Sick

16.7.1 Company Profile

16.7.2 Main Business and Traffic Sensor Information

16.7.3 SWOT Analysis of Sick

16.7.4 Sick Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.8 TransCore

16.8.1 Company Profile

16.8.2 Main Business and Traffic Sensor Information

16.8.3 SWOT Analysis of TransCore

16.8.4 TransCore Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.9 Axis Communication

16.9.1 Company Profile

16.9.2 Main Business and Traffic Sensor Information

16.9.3 SWOT Analysis of Axis Communication

16.9.4 Axis Communication Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.10 Raytheon Company

16.10.1 Company Profile

16.10.2 Main Business and Traffic Sensor Information

16.10.3 SWOT Analysis of Raytheon Company

16.10.4 Raytheon Company Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.11 Q-Free

16.11.1 Company Profile

16.11.2 Main Business and Traffic Sensor Information

16.11.3 SWOT Analysis of Q-Free

16.11.4 Q-Free Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.12 Kistler Group

16.12.1 Company Profile

16.12.2 Main Business and Traffic Sensor Information

16.12.3 SWOT Analysis of Kistler Group

16.12.4 Kistler Group Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

16.13 Siemens

16.13.1 Company Profile

16.13.2 Main Business and Traffic Sensor Information

16.13.3 SWOT Analysis of Siemens

16.13.4 Siemens Traffic Sensor Sales, Revenue, Price and Gross Margin (2020-2025)

Please ask for sample pages for full companies list

Tables and Figures

Table Abbreviation and Acronyms List

Table Research Scope of Traffic Sensor Report

Table Data Sources of Traffic Sensor Report

Table Major Assumptions of Traffic Sensor Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Traffic Sensor Picture

Table Traffic Sensor Classification

Table Traffic Sensor Applications List

Table Drivers of Traffic Sensor Market

Table Restraints of Traffic Sensor Market

Table Opportunities of Traffic Sensor Market

Table Threats of Traffic Sensor Market

Table Covid-19 Impact For Traffic Sensor Market

Table Raw Materials Suppliers List

Table Different Production Methods of Traffic Sensor

Table Cost Structure Analysis of Traffic Sensor

Table Key End Users List

Table Latest News of Traffic Sensor Market

Table Merger and Acquisition List
Table Planned/Future Project of Traffic Sensor Market
Table Policy of Traffic Sensor Market
Table 2020-2030 Regional Export of Traffic Sensor
Table 2020-2030 Regional Import of Traffic Sensor
Table 2020-2030 Regional Trade Balance
Figure 2020-2030 Regional Trade Balance
Table 2020-2030 North America Traffic Sensor Market Size and Market Volume List
Figure 2020-2030 North America Traffic Sensor Market Size and CAGR
Figure 2020-2030 North America Traffic Sensor Market Volume and CAGR
Table 2020-2030 North America Traffic Sensor Demand List by Application
Table 2020-2025 North America Traffic Sensor Key Players Sales List
Table 2020-2025 North America Traffic Sensor Key Players Market Share List
Table 2020-2030 North America Traffic Sensor Demand List by Type
Table 2020-2025 North America Traffic Sensor Price List by Type
Table 2020-2030 United States Traffic Sensor Market Size and Market Volume List
Table 2020-2030 United States Traffic Sensor Import & Export List
Table 2020-2030 Canada Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Canada Traffic Sensor Import & Export List
Table 2020-2030 Mexico Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Mexico Traffic Sensor Import & Export List
Table 2020-2030 South America Traffic Sensor Market Size and Market Volume List
Figure 2020-2030 South America Traffic Sensor Market Size and CAGR
Figure 2020-2030 South America Traffic Sensor Market Volume and CAGR
Table 2020-2030 South America Traffic Sensor Demand List by Application
Table 2020-2025 South America Traffic Sensor Key Players Sales List
Table 2020-2025 South America Traffic Sensor Key Players Market Share List
Table 2020-2030 South America Traffic Sensor Demand List by Type
Table 2020-2025 South America Traffic Sensor Price List by Type
Table 2020-2030 Brazil Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Brazil Traffic Sensor Import & Export List
Table 2020-2030 Argentina Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Argentina Traffic Sensor Import & Export List
Table 2020-2030 Chile Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Chile Traffic Sensor Import & Export List
Table 2020-2030 Peru Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Peru Traffic Sensor Import & Export List
Table 2020-2030 Asia & Pacific Traffic Sensor Market Size and Market Volume List
Figure 2020-2030 Asia & Pacific Traffic Sensor Market Size and CAGR

Figure 2020-2030 Asia & Pacific Traffic Sensor Market Volume and CAGR
Table 2020-2030 Asia & Pacific Traffic Sensor Demand List by Application
Table 2020-2025 Asia & Pacific Traffic Sensor Key Players Sales List
Table 2020-2025 Asia & Pacific Traffic Sensor Key Players Market Share List
Table 2020-2030 Asia & Pacific Traffic Sensor Demand List by Type
Table 2020-2025 Asia & Pacific Traffic Sensor Price List by Type
Table 2020-2030 China Traffic Sensor Market Size and Market Volume List
Table 2020-2030 China Traffic Sensor Import & Export List
Table 2020-2030 India Traffic Sensor Market Size and Market Volume List
Table 2020-2030 India Traffic Sensor Import & Export List
Table 2020-2030 Japan Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Japan Traffic Sensor Import & Export List
Table 2020-2030 South Korea Traffic Sensor Market Size and Market Volume List
Table 2020-2030 South Korea Traffic Sensor Import & Export List
Table 2020-2030 Southeast Asia Traffic Sensor Market Size List
Table 2020-2030 Southeast Asia Traffic Sensor Market Volume List
Table 2020-2030 Southeast Asia Traffic Sensor Import List
Table 2020-2030 Southeast Asia Traffic Sensor Export List
Table 2020-2030 Australia Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Australia Traffic Sensor Import & Export List
Table 2020-2030 Europe Traffic Sensor Market Size and Market Volume List
Figure 2020-2030 Europe Traffic Sensor Market Size and CAGR
Figure 2020-2030 Europe Traffic Sensor Market Volume and CAGR
Table 2020-2030 Europe Traffic Sensor Demand List by Application
Table 2020-2025 Europe Traffic Sensor Key Players Sales List
Table 2020-2025 Europe Traffic Sensor Key Players Market Share List
Table 2020-2030 Europe Traffic Sensor Demand List by Type
Table 2020-2025 Europe Traffic Sensor Price List by Type
Table 2020-2030 Germany Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Germany Traffic Sensor Import & Export List
Table 2020-2030 France Traffic Sensor Market Size and Market Volume List
Table 2020-2030 France Traffic Sensor Import & Export List
Table 2020-2030 United Kingdom Traffic Sensor Market Size and Market Volume List
Table 2020-2030 United Kingdom Traffic Sensor Import & Export List
Table 2020-2030 Italy Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Italy Traffic Sensor Import & Export List
Table 2020-2030 Spain Traffic Sensor Market Size and Market Volume List
Table 2020-2030 Spain Traffic Sensor Import & Export List
Table 2020-2030 Belgium Traffic Sensor Market Size and Market Volume List



Table 2020-2030 Belgium Traffic Sensor Import & Export List  
Table 2020-2030 Netherlands Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Netherlands Traffic Sensor Import & Export List  
Table 2020-2030 Austria Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Austria Traffic Sensor Import & Export List  
Table 2020-2030 Poland Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Poland Traffic Sensor Import & Export List  
Table 2020-2030 Russia Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Russia Traffic Sensor Import & Export List  
Table 2020-2030 MEA Traffic Sensor Market Size and Market Volume List  
Figure 2020-2030 MEA Traffic Sensor Market Size and CAGR  
Figure 2020-2030 MEA Traffic Sensor Market Volume and CAGR  
Table 2020-2030 MEA Traffic Sensor Demand List by Application  
Table 2020-2025 MEA Traffic Sensor Key Players Sales List  
Table 2020-2025 MEA Traffic Sensor Key Players Market Share List  
Table 2020-2030 MEA Traffic Sensor Demand List by Type  
Table 2020-2025 MEA Traffic Sensor Price List by Type  
Table 2020-2030 Egypt Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Egypt Traffic Sensor Import & Export List  
Table 2020-2030 Israel Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Israel Traffic Sensor Import & Export List  
Table 2020-2030 South Africa Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 South Africa Traffic Sensor Import & Export List  
Table 2020-2030 Gulf Cooperation Council Countries Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Gulf Cooperation Council Countries Traffic Sensor Import & Export List  
Table 2020-2030 Turkey Traffic Sensor Market Size and Market Volume List  
Table 2020-2030 Turkey Traffic Sensor Import & Export List  
Table 2020-2025 Global Traffic Sensor Market Size List by Region  
Table 2020-2025 Global Traffic Sensor Market Size Share List by Region  
Table 2020-2025 Global Traffic Sensor Market Volume List by Region  
Table 2020-2025 Global Traffic Sensor Market Volume Share List by Region  
Table 2020-2025 Global Traffic Sensor Demand List by Application  
Table 2020-2025 Global Traffic Sensor Demand Market Share List by Application  
Table 2020-2025 Global Traffic Sensor Key Vendors Sales List  
Table 2020-2025 Global Traffic Sensor Key Vendors Sales Share List  
Figure 2020-2025 Global Traffic Sensor Market Volume and Growth Rate  
Table 2020-2025 Global Traffic Sensor Key Vendors Revenue List

Figure 2020-2025 Global Traffic Sensor Market Size and Growth Rate	1
Table 2020-2025 Global Traffic Sensor Key Vendors Revenue Share List	2
Table 2020-2025 Global Traffic Sensor Demand List by Type	3
Table 2020-2025 Global Traffic Sensor Demand Market Share List by Type	4
Table 2020-2025 Regional Traffic Sensor Price List	5
Table 2025-2030 Global Traffic Sensor Market Size List by Region	6
Table 2025-2030 Global Traffic Sensor Market Size Share List by Region	7
Table 2025-2030 Global Traffic Sensor Market Volume List by Region	8
Table 2025-2030 Global Traffic Sensor Market Volume Share List by Region	9
Table 2025-2030 Global Traffic Sensor Demand List by Application	10
Table 2025-2030 Global Traffic Sensor Demand Market Share List by Application	11
Table 2025-2030 Global Traffic Sensor Key Vendors Sales List	12
Table 2025-2030 Global Traffic Sensor Key Vendors Sales Share List	13
Figure 2025-2030 Global Traffic Sensor Market Volume and Growth Rate	14
Table 2025-2030 Global Traffic Sensor Key Vendors Revenue List	15
Figure 2025-2030 Global Traffic Sensor Market Size and Growth Rate	16
Table 2025-2030 Global Traffic Sensor Key Vendors Revenue Share List	17
Table 2025-2030 Global Traffic Sensor Demand List by Type	18
Table 2025-2030 Global Traffic Sensor Demand Market Share List by Type	19
Table 2025-2030 Traffic Sensor Regional Price List	20
Table EFKON Information	21
Table SWOT Analysis of EFKON	22
Table 2020-2025 EFKON Traffic Sensor Sale Volume Price Cost Revenue	23
Figure 2020-2025 EFKON Traffic Sensor Sale Volume and Growth Rate	24
Figure 2020-2025 EFKON Traffic Sensor Market Share	25
Table Kapsch TrafficCom Information	26
Table SWOT Analysis of Kapsch TrafficCom	27
Table 2020-2025 Kapsch TrafficCom Traffic Sensor Sale Volume Price Cost Revenue	28
Figure 2020-2025 Kapsch TrafficCom Traffic Sensor Sale Volume and Growth Rate	29
Figure 2020-2025 Kapsch TrafficCom Traffic Sensor Market Share	30
Table International Road Dynamics Information	31
Table SWOT Analysis of International Road Dynamics	32
Table 2020-2025 International Road Dynamics Traffic Sensor Sale Volume Price Cost Revenue	33
Figure 2020-2025 International Road Dynamics Traffic Sensor Sale Volume and Growth Rate	34
Figure 2020-2025 International Road Dynamics Traffic Sensor Market Share	35
Table FLIR Systems Information	36
Table SWOT Analysis of FLIR Systems	37

Table 2020-2025 FLIR Systems Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 FLIR Systems Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 FLIR Systems Traffic Sensor Market Share

Table TE Connectivity Information

Table SWOT Analysis of TE Connectivity

Table 2020-2025 TE Connectivity Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 TE Connectivity Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 TE Connectivity Traffic Sensor Market Share

Table SWARCO Information

Table SWOT Analysis of SWARCO

Table 2020-2025 SWARCO Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 SWARCO Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 SWARCO Traffic Sensor Market Share

Table Sick Information

Table SWOT Analysis of Sick

Table 2020-2025 Sick Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 Sick Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 Sick Traffic Sensor Market Share

Table TransCore Information

Table SWOT Analysis of TransCore

Table 2020-2025 TransCore Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 TransCore Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 TransCore Traffic Sensor Market Share

Table Axis Communication Information

Table SWOT Analysis of Axis Communication

Table 2020-2025 Axis Communication Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 Axis Communication Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 Axis Communication Traffic Sensor Market Share

Table Raytheon Company Information

Table SWOT Analysis of Raytheon Company

Table 2020-2025 Raytheon Company Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 Raytheon Company Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 Raytheon Company Traffic Sensor Market Share

Table Q-Free Information

Table SWOT Analysis of Q-Free

Table 2020-2025 Q-Free Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 Q-Free Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 Q-Free Traffic Sensor Market Share

Table Kistler Group Information



Table SWOT Analysis of Kistler Group

Table 2020-2025 Kistler Group Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 Kistler Group Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 Kistler Group Traffic Sensor Market Share

Table Siemens Information

Table SWOT Analysis of Siemens

Table 2020-2025 Siemens Traffic Sensor Sale Volume Price Cost Revenue

Figure 2020-2025 Siemens Traffic Sensor Sale Volume and Growth Rate

Figure 2020-2025 Siemens Traffic Sensor Market Share

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