

Global Smart Highway Market: Size, Trend, Share, Opportunity Analysis, & Forecast, 2014–2025

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Abstracts

Since the last decade, the use of the word “smart” has become a common practice at nearly all levels; for instance, smartphones, smart city, smart airports, smart buildings, smart energy, and smart technology. In this smart world, the roads and highways must be renovated to adapt to a relevant role in this revolution of becoming smart, in a way for a city to be termed ‘smart city’. A smart road can provide citizens with smart mobility as well as safe roads to travel.

Based on system, the market is divided into intelligent traffic management system, intelligent transport management system, communication system, and traffic monitoring system. The smart highway market based on services is sub-divided into consulting services operational and maintenance services & other services. The market by deployment type is segmented into on premise and on-cloud deployment. A geographic breakdown and deep dive analysis of each of the aforesaid segments has been covered for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Growing market demand for connected or smart cars

Need for improved and sustainable highway infrastructure

Increasing demand for safe and secure roads, remote traffic surveillance, and reduction in traffic congestion

Restraints:

Continuously developing infrastructures

Dearth of technology awareness amongst vehicle drivers

MARKET PLAYERS:

Top players in the global smart highway market include Alcatel Lucent, LG CNS, Huawei, Kapsch AG, IBM, Siemens AG, Cisco, Schneider Electric, TrafficCom, and Xerox Corporation.

KEY TAKEAWAYS

MARKET LANDSCAPE

By System

Intelligent traffic management system

Intelligent transport management system

Communication system

Traffic monitoring system

By Service

Consulting services

Operational and maintenance services

Other services

By Deployment type

On premise

On-cloud

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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COMPANIES MENTIONED

LG CNS, Huawei, Kapsch AG, IBM, Siemens AG, Cisco, Schneider Electric, TrafficCom, and Xerox Corporation.

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