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Intelligent Transportation Systems Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Component (Hardware, Software, Services), By Mode of Transport (Roadways, Railways, Waterways, Airways), By Type (Advanced Traffic Management System (ATMS), Advanced Traveler Information System (ATIS), ITS-Enabled Transportation Pricing System (ITPS), Advanced Public Transportation System (APTS), Commercial Vehicle Operations (CVO) System), By Applications (Traffic Management, Road Safety and Security, Freight Management, Public Transport, Environment Protection), By Region, By Competition, 2019-2029F

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Abstracts

Global Intelligent Transportation Systems Market was valued at USD 35.69 billion in 2023 and is expected to reach USD 112.12 billion by 2029 with a CAGR of 20.84% during the forecast period. The Intelligent Transportation Systems (ITS) market encompasses advanced applications designed to improve the safety, efficiency, and sustainability of transportation networks through integrated communications, control systems, and information technologies. ITS solutions enable real-time data exchange and management across infrastructure, vehicles, and users, facilitating improved traffic flow, reduced congestion, and enhanced safety on roads and highways. By leveraging technologies like IoT, AI, GPS, and data analytics, ITS can monitor traffic patterns, manage incidents, and optimize routes, thus supporting informed decision-making for

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traffic authorities and enabling proactive responses to evolving road conditions. The ITS market spans a range of components, including software, hardware, and communication systems, which are used to develop solutions such as advanced traffic management, public transit management, electronic toll collection, parking management, and traveler information systems. Within urban areas, ITS supports smart city initiatives by enhancing public transit efficiency, reducing environmental impact, and enabling more effective emergency response systems. Rural areas also benefit through enhanced connectivity, ensuring that traffic safety and communication networks reach even remote locations.

Key Market Drivers

Growing Urbanization and Demand for Traffic Management Solutions

Rapid urbanization and population growth have created a pressing need for efficient traffic management solutions, positioning intelligent transportation systems (ITS) as a key technology in addressing urban congestion. As cities expand, transportation networks are becoming increasingly congested, leading to significant economic losses due to delays, increased fuel consumption, and higher pollution levels. ITS can address these challenges by enabling real-time traffic monitoring, adaptive traffic signals, and predictive analytics to manage traffic flow. For instance, adaptive traffic control systems utilize sensors and cameras to adjust signal timings based on current traffic conditions, reducing congestion and improving travel times. This responsiveness reduces wait times at intersections and smooths overall traffic flow, leading to improved commuter experiences and reduced greenhouse gas emissions. Moreover, the integration of artificial intelligence (AI) and machine learning with ITS enhances its capability to predict traffic patterns and optimize routes. Cities around the world are increasingly adopting ITS as part of their smart city initiatives, supported by government funding and policies aimed at reducing urban congestion. The rise of ride-sharing platforms and delivery services has further underscored the need for robust traffic management, as these services rely heavily on efficient road networks. Intelligent transportation systems offer municipalities and transportation authorities the tools to manage and reduce congestion in real-time, creating safer and more efficient transportation systems. By easing traffic congestion and enhancing road safety, ITS not only benefits city inhabitants but also makes urban areas more attractive for business investments, adding a competitive edge to metropolitan regions globally.

Advancements in Connected Vehicle Technology and Autonomous Vehicles

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The development of connected vehicle technology and the growing focus on autonomous vehicles (AVs) are major drivers of the intelligent transportation systems market. As vehicle manufacturers invest in connected car technologies that enable vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication, the need for ITS infrastructure that can support and enhance these capabilities is on the rise. Connected vehicle technology allows cars to communicate with each other and with surrounding infrastructure, sharing data on speed, location, road hazards, and traffic conditions. This connectivity enhances driver safety by alerting vehicles of upcoming hazards, potential collisions, and optimal routes. Autonomous vehicles rely heavily on robust ITS to navigate complex urban environments, respond to changing road conditions, and adhere to traffic laws, making ITS a critical component in the deployment of self-driving technology. Governments and private companies alike are investing in V2X (vehicle-to-everything) communication infrastructure, which further accelerates the adoption of ITS. Advanced ITS, equipped with machine learning algorithms and AI-driven analytics, can manage and predict the flow of both autonomous and manually operated vehicles, creating a cohesive transportation ecosystem. As more autonomous vehicle trials and pilot programs take place globally, ITS will be instrumental in addressing the unique needs of autonomous navigation, making roads safer and more efficient for both AVs and traditional vehicles. The development of connected and autonomous vehicles not only promises to transform transportation but also underscores the necessity for integrated ITS solutions to manage this new wave of mobility.

Rising Government Initiatives for Smart Cities and Sustainable Urban Mobility

Government initiatives aimed at developing smart cities and promoting sustainable urban mobility are strong drivers for the adoption of intelligent transportation systems. Countries worldwide are implementing policies to reduce emissions, optimize energy usage, and improve urban transportation infrastructure, and ITS plays a vital role in achieving these goals. Smart city programs often prioritize ITS deployment to address challenges such as traffic congestion, pollution, and safety. For example, intelligent public transit systems can enhance the efficiency of buses and trains by providing real-time tracking, automated scheduling, and optimized routes. This integration not only improves commuter experiences but also reduces carbon footprints. Additionally, ITS applications such as electronic toll collection and congestion pricing help reduce traffic in high-density areas, further contributing to emission reduction efforts. In countries like Japan, South Korea, and members of the European Union, governments are investing significantly in ITS as part of national and regional policies focused on building sustainable cities. Such initiatives are complemented by funding from global

organizations like the World Bank and the United Nations, which encourage the adoption of smart, sustainable transportation solutions. Furthermore, the increasing use of electric vehicles (EVs) aligns well with ITS, as these systems can support EV infrastructure through smart charging and traffic flow management. By facilitating cleaner, more efficient transportation networks, ITS is essential for cities looking to attract investment, improve quality of life for residents, and meet sustainability targets. The combination of government backing and public demand for smarter, greener cities continues to boost ITS adoption and drive long-term growth in the market.

Key Market Challenges

High Implementation Costs and Complexity

One of the primary challenges facing the Intelligent Transportation Systems market is the high cost and complexity of implementation. Developing and deploying ITS requires substantial investments in infrastructure, technology, and ongoing maintenance, which can be prohibitive for many cities, especially those with limited budgets. The cost-intensive nature of ITS stems from the need to integrate advanced technologies such as sensors, cameras, communication networks, and data analytics platforms across existing transportation frameworks. For example, installing sensors at critical points throughout a city, equipping roads and intersections with cameras, and establishing robust data centers to process real-time information all demand significant capital. Additionally, the integration of different types of technology—from vehicle-to-infrastructure (V2I) systems to vehicle-to-vehicle (V2V) communications—often involves collaboration across various public and private stakeholders, which can be logistically complex and costly. Furthermore, the constant technological evolution in the ITS space, including advancements in artificial intelligence, big data analytics, and 5G networks, can make it difficult for cities to keep their systems up-to-date without recurring upgrades and expenditures. Smaller municipalities or developing regions, in particular, may struggle to justify these investments or secure the necessary funding, which hinders widespread adoption of ITS solutions. Even in regions where funding is available, the complexities of designing a system that integrates seamlessly across different modes of transportation (e.g., buses, trains, personal vehicles) can lead to delays, cost overruns, and reduced efficiency. Another layer of complexity arises from the need for interoperability between diverse systems and technology standards, which requires extensive testing and collaboration between multiple vendors and regulatory agencies. This challenge can significantly slow down deployment, creating barriers for cities seeking to improve their transportation systems through ITS.

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Privacy and Security Concerns

Another significant challenge for the Intelligent Transportation Systems market is addressing privacy and security concerns. ITS collects vast amounts of data from various sources, including sensors on roads, connected vehicles, GPS systems, and mobile devices, to optimize traffic flow and enhance safety. However, this data often includes sensitive information, such as location data and personal identifiers, raising concerns about individual privacy. Citizens are increasingly aware of and concerned about how their data is collected, stored, and used, which places pressure on government agencies and private operators to implement stringent data protection measures. Without robust safeguards, there is a risk of data breaches or unauthorized access, which could undermine public trust and lead to potential legal challenges. The challenge is compounded by the fact that ITS often involves multiple stakeholders, from local governments to private technology providers, making it difficult to establish consistent security protocols across the entire network. Additionally, the interconnected nature of ITS increases its vulnerability to cyberattacks. A single breach in one part of the system could potentially disrupt entire networks, leading to severe traffic disruptions, compromised safety, and substantial economic losses. As cyber threats become increasingly sophisticated, protecting the complex infrastructure of ITS requires not only advanced security technologies but also continuous monitoring and rapid response capabilities. This need for enhanced cybersecurity can increase operational costs, as well as demand specialized expertise, further complicating ITS deployment for cities and organizations that may lack the resources or technical skills to adequately address these issues. Overcoming these privacy and security challenges is critical for the sustained growth and acceptance of ITS, as the success of these systems ultimately depends on public confidence in their safety and reliability.

Key Market Trends

Rise of Smart Cities Driving Intelligent Transportation Systems

The rise of smart cities worldwide is a pivotal trend driving the growth of the Intelligent Transportation Systems market. As urban areas grapple with increasing population density and complex transportation demands, city planners are prioritizing smart city initiatives that incorporate ITS for more efficient, safe, and sustainable mobility. In a smart city, ITS technologies such as adaptive traffic signals, real-time traffic monitoring, and data-driven public transit systems play crucial roles in reducing congestion, improving road safety, and enhancing overall urban livability. Governments and municipalities are increasingly investing in ITS infrastructure, including advanced

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communication systems, IoT sensors, and data analytics platforms, to create a seamless integration of road, rail, and public transit networks. The synergy of ITS with other smart city elements, such as connected street lighting, smart parking, and waste management systems, is also gaining traction, creating a cohesive urban environment where each element feeds into the other for optimized performance. Furthermore, the adoption of 5G connectivity enables faster data transmission and real-time responsiveness within ITS, making the systems more reliable and capable of handling large volumes of data from connected devices. Additionally, the integration of AI and machine learning within ITS is facilitating predictive analysis for traffic patterns, incident management, and maintenance needs, which is critical for proactive city management. As more urban centers transition to smart cities, the demand for advanced ITS solutions is expected to rise, thereby accelerating market growth and innovation in smart transportation technology.

Increasing Adoption of Autonomous Vehicles and ITS Integration

The integration of autonomous vehicles with Intelligent Transportation Systems represents a major trend that is transforming the ITS market. As the development and deployment of autonomous vehicles (AVs) continue to progress, the role of ITS in providing a connected infrastructure to support these vehicles has become increasingly important. Autonomous vehicles rely heavily on real-time data and communication with surrounding infrastructure and other vehicles to navigate safely and efficiently. ITS technologies, such as vehicle-to-everything (V2X) communication, traffic signal prioritization, and lane detection systems, enable AVs to interact seamlessly with their environment, improving safety and reducing congestion. Moreover, the deployment of connected infrastructure, such as smart traffic lights and roadway sensors, supports AV navigation by providing critical data on traffic conditions, road obstacles, and pedestrian activity. This convergence of AV technology with ITS also benefits public transportation, as autonomous buses, shuttles, and delivery vehicles can be managed and optimized through centralized ITS platforms, leading to more efficient transit networks. Additionally, the integration of machine learning algorithms in ITS enables adaptive decision-making based on real-time traffic data, which is essential for supporting the autonomous vehicle ecosystem. As AV technology advances and regulatory frameworks evolve, the ITS market is expected to see substantial growth in solutions that facilitate AV integration, further expanding the capabilities of modern transportation networks.

Segmental Insights

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Type Insights

The Advanced Traffic Management System (ATMS) segment held the largest Market share in 2023. The Intelligent Transportation Systems (ITS) market in the Advanced Traffic Management System (ATMS) segment is driven by an urgent need for smarter traffic solutions that enhance efficiency, reduce congestion, and improve overall urban mobility. Increasing urbanization and population growth have led to escalating traffic challenges in cities worldwide, prompting governments and city planners to adopt advanced traffic management systems as a critical solution. ATMS integrates real-time data collection, advanced analytics, and predictive modeling to manage traffic flow dynamically, allowing for quicker response times to incidents, optimized traffic signal control, and reduced congestion. Technologies such as AI, IoT, and big data analytics are central to ATMS as they enable automated decision-making and enhanced situational awareness. The growing adoption of 5G networks facilitates rapid data exchange, making it possible to monitor and manage traffic systems more effectively in real-time. The push for environmental sustainability further drives the demand for ATMS within the ITS market. By optimizing traffic flow and reducing idling times, ATMS helps decrease vehicular emissions, supporting urban sustainability goals. Cities are increasingly under pressure to lower their carbon footprint and achieve green targets, and intelligent traffic solutions contribute directly to these objectives. Moreover, as governments invest in smart city initiatives globally, funding and support for ATMS projects are rising, creating favorable conditions for market growth. Public-private partnerships are playing a significant role in facilitating these projects, enabling infrastructure enhancements, and encouraging innovation in ATMS technologies. Another key driver is the integration of ATMS with connected and autonomous vehicles (CAVs). As the adoption of CAVs rises, ATMS solutions are essential to managing these vehicles on public roads, ensuring safety and coordinating movement in a mixed-traffic environment. ATMS provides the infrastructure needed to communicate with connected vehicles, assisting them in navigating urban landscapes safely and efficiently. This synergy between ATMS and CAVs is becoming a foundational aspect of future transportation networks, paving the way for safer and more reliable mobility solutions.

Further accelerating ATMS adoption are advancements in machine learning and predictive analytics, which allow ATMS solutions to analyze historical traffic patterns and predict future traffic conditions. This predictive capability enables proactive traffic management, reducing the likelihood of congestion and accidents. Enhanced traffic management also improves emergency response times by facilitating quicker rerouting and prioritization of emergency vehicles, which can be lifesaving in critical situations.

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rising frequency of natural disasters and extreme weather events is prompting authorities to adopt resilient and adaptive traffic systems. ATMS, with its advanced monitoring and communication capabilities, enables cities to implement emergency protocols and reroute traffic swiftly, safeguarding citizens during crises. As urban resilience becomes a priority, ATMS is viewed as an essential tool for managing transportation in unpredictable scenarios. ATMS segment of the Intelligent Transportation Systems market is driven by a combination of factors including rapid urbanization, the need for environmental sustainability, advances in connected vehicle technology, machine learning, and growing smart city investments. Together, these drivers position ATMS as an indispensable component of modern urban infrastructure, offering the potential to transform urban mobility, reduce emissions, and enhance overall quality of life for city dwellers. The strong momentum behind these drivers suggests robust growth prospects for the ATMS segment within the ITS market.

Regional Insights

North America region held the largest market share in 2023. The Intelligent Transportation Systems (ITS) market in North America is propelled by several key drivers that highlight the region’s increasing focus on enhancing transportation efficiency, safety, and sustainability. A major driver is the growing commitment from federal and state governments to invest in infrastructure modernization, leveraging advanced technologies to reduce traffic congestion, improve road safety, and minimize environmental impact. Initiatives such as the U.S. Department of Transportation’s “Smart City Challenge” and the Federal Highway Administration’s support for connected vehicle (CV) pilot projects underscore a strong policy emphasis on smart transportation networks. These government-backed programs accelerate the adoption of ITS solutions, including traffic management, public transportation optimization, and real-time monitoring systems, across urban centers in North America. expansion of 5G technology and increasing connectivity across devices are transforming the region’s transportation infrastructure. With 5G networks offering faster, more reliable data transfer, ITS solutions such as real-time traffic updates, automated toll collection, and vehicle-to-everything (V2X) communication are becoming increasingly feasible. The connectivity enabled by 5G supports the integration of autonomous vehicles (AVs) and advanced driver-assistance systems (ADAS) into the transportation ecosystem, contributing to safer, more efficient roadways. The rapid adoption of IoT (Internet of Things) technologies further enhances this connectivity, enabling data-driven insights that help authorities and transportation managers make informed decisions. As North American cities grow and urbanization intensifies, the need for connected infrastructure that can handle increased traffic volumes and improve commuter experiences is an

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important factor driving ITS adoption.

Another critical driver is the rising demand for environmentally sustainable transportation solutions. North America is witnessing increased public awareness and regulatory pressure to reduce carbon emissions, especially in major cities where traffic congestion is a major contributor to pollution. ITS technologies, such as adaptive traffic signal control, dynamic lane management, and electric vehicle (EV) charging infrastructure, play a crucial role in helping cities meet emission reduction targets and promote cleaner urban transportation. The push towards sustainable solutions is further supported by increased EV adoption, with ITS facilitating efficient management of EV charging stations and integration of electric buses into public transit systems. The growing prevalence of public-private partnerships (PPPs) in the transportation sector also accelerates the ITS market in North America. These partnerships encourage investment and innovation from private sector players who bring technical expertise and funding, while public agencies provide access to infrastructure and regulatory support. Collaborations between technology providers, automobile manufacturers, and government entities have led to the development of scalable ITS solutions tailored to the unique needs of North American cities. Companies are innovating to offer advanced traffic analytics, automated incident detection, and smart parking solutions, which improve urban mobility and enhance the overall commuter experience. the increasing incidence of traffic-related accidents and fatalities across the region emphasizes the need for advanced safety systems that can reduce road hazards. Intelligent transportation systems, particularly those incorporating AI and machine learning, enable predictive analysis and proactive incident management, enhancing road safety for drivers and pedestrians alike. By using data to predict potential congestion or incidents, ITS technologies offer tools for more effective traffic management and rapid emergency response. With a focus on safety, efficiency, and sustainability, the North American ITS market is well-positioned for substantial growth as stakeholders recognize the value of smart infrastructure in creating more resilient, adaptive, and user-centric transportation networks.

Key Market Players

Hitachi, Ltd.

DENSO Corporation

Siemens AG

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Thales Group

Kapsch TrafficCom AG

EFKON GmbH

Xerox Corporation

NVIDIA Corporation

Report Scope:

In this report, the Global Intelligent Transportation Systems Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Intelligent Transportation Systems Market, By Component:

Hardware

Software

Services

Intelligent Transportation Systems Market, By Mode of Transport:

Roadways

Railways

Waterways

Airways

Intelligent Transportation Systems Market, By Type:

Advanced Traffic Management System (ATMS)

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Advanced Traveler Information System (ATIS)

ITS-Enabled Transportation Pricing System (ITPS)

Advanced Public Transportation System (APTS)

Commercial Vehicle Operations (CVO) System

Intelligent Transportation Systems Market, By Applications:

Traffic Management

Road Safety & Security

Freight Management

Public Transport

Environment Protection

Intelligent Transportation Systems Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

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Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global

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Intelligent Transportation Systems Market.

Available Customizations:

Global Intelligent Transportation Systems Market report with the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

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Contents

1. PRODUCT OVERVIEW

1.1. Market Definition
1.2. Scope of the Market
  1.2.1. Markets Covered
  1.2.2. Years Considered for Study
1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

2.1. Objective of the Study
2.2. Baseline Methodology
2.3. Formulation of the Scope
2.4. Assumptions and Limitations
2.5. Sources of Research
  2.5.1. Secondary Research
  2.5.2. Primary Research
2.6. Approach for the Market Study
  2.6.1. The Bottom-Up Approach
  2.6.2. The Top-Down Approach
2.7. Methodology Followed for Calculation of Market Size & Market Shares
2.8. Forecasting Methodology
  2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. GLOBAL INTELLIGENT TRANSPORTATION SYSTEMS MARKET OUTLOOK

5.1. Market Size & Forecast
  5.1.1. By Value
5.2. Market Share & Forecast
  5.2.1. By Component (Hardware, Software, Services)
  5.2.2. By Mode of Transport (Roadways, Railways, Waterways, Airways)
  5.2.3. By Type (Advanced Traffic Management System (ATMS), Advanced Traveler Information System (ATIS), ITS-Enabled Transportation Pricing System (ITPS),

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Advanced Public Transportation System (APTS), Commercial Vehicle Operations (CVO) System)
5.2.4. By Applications (Traffic Management, Road Safety & Security, Freight Management, Public Transport, Environment Protection)
5.2.5. By Region
5.3. By Company (2023)
5.4. Market Map

6. NORTH AMERICA INTELLIGENT TRANSPORTATION SYSTEMS MARKET OUTLOOK

6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Component
6.2.2. By Mode of Transport
6.2.3. By Type
6.2.4. By Applications
6.2.5. By Country
6.3. North America: Country Analysis
6.3.1. United States Intelligent Transportation Systems Market Outlook
6.3.1.1. Market Size & Forecast
6.3.1.1.1. By Value
6.3.1.2. Market Share & Forecast
6.3.1.2.1. By Component
6.3.1.2.2. By Mode of Transport
6.3.1.2.3. By Type
6.3.1.2.4. By Applications
6.3.2. Canada Intelligent Transportation Systems Market Outlook
6.3.2.1. Market Size & Forecast
6.3.2.1.1. By Value
6.3.2.2. Market Share & Forecast
6.3.2.2.1. By Component
6.3.2.2.2. By Mode of Transport
6.3.2.2.3. By Type
6.3.2.2.4. By Applications
6.3.3. Mexico Intelligent Transportation Systems Market Outlook
6.3.3.1. Market Size & Forecast
6.3.3.1.1. By Value

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info@marketpublishers.com

6.3.3.2. Market Share & Forecast
6.3.3.2.1. By Component
6.3.3.2.2. By Mode of Transport
6.3.3.2.3. By Type
6.3.3.2.4. By Applications

7. EUROPE INTELLIGENT TRANSPORTATION SYSTEMS MARKET OUTLOOK

7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Component
7.2.2. By Mode of Transport
7.2.3. By Type
7.2.4. By Applications
7.2.5. By Country
7.3. Europe: Country Analysis
7.3.1. Germany Intelligent Transportation Systems Market Outlook
7.3.1.1. Market Size & Forecast
7.3.1.1.1. By Value
7.3.1.2. Market Share & Forecast
7.3.1.2.1. By Component
7.3.1.2.2. By Mode of Transport
7.3.1.2.3. By Type
7.3.1.2.4. By Applications
7.3.2. United Kingdom Intelligent Transportation Systems Market Outlook
7.3.2.1. Market Size & Forecast
7.3.2.1.1. By Value
7.3.2.2. Market Share & Forecast
7.3.2.2.1. By Component
7.3.2.2.2. By Mode of Transport
7.3.2.2.3. By Type
7.3.2.2.4. By Applications
7.3.3. Italy Intelligent Transportation Systems Market Outlook
7.3.3.1. Market Size & Forecast
7.3.3.1.1. By Value
7.3.3.2. Market Share & Forecast
7.3.3.2.1. By Component
7.3.3.2.2. By Mode of Transport

+44 20 8123 2220
info@marketpublishers.com

7.3.3.2.3. By Type
7.3.3.2.4. By Applications
7.3.4. France Intelligent Transportation Systems Market Outlook
7.3.4.1. Market Size & Forecast
7.3.4.1.1. By Value
7.3.4.2. Market Share & Forecast
7.3.4.2.1. By Component
7.3.4.2.2. By Mode of Transport
7.3.4.2.3. By Type
7.3.4.2.4. By Applications
7.3.5. Spain Intelligent Transportation Systems Market Outlook
7.3.5.1. Market Size & Forecast
7.3.5.1.1. By Value
7.3.5.2. Market Share & Forecast
7.3.5.2.1. By Component
7.3.5.2.2. By Mode of Transport
7.3.5.2.3. By Type
7.3.5.2.4. By Applications

8. ASIA-PACIFIC INTELLIGENT TRANSPORTATION SYSTEMS MARKET OUTLOOK

8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Component
8.2.2. By Mode of Transport
8.2.3. By Type
8.2.4. By Applications
8.2.5. By Country
8.3. Asia-Pacific: Country Analysis
8.3.1. China Intelligent Transportation Systems Market Outlook
8.3.1.1. Market Size & Forecast
8.3.1.1.1. By Value
8.3.1.2. Market Share & Forecast
8.3.1.2.1. By Component
8.3.1.2.2. By Mode of Transport
8.3.1.2.3. By Type
8.3.1.2.4. By Applications

+44 20 8123 2220
info@marketpublishers.com

8.3.2. India Intelligent Transportation Systems Market Outlook
8.3.2.1. Market Size & Forecast
8.3.2.1.1. By Value
8.3.2.2. Market Share & Forecast
8.3.2.2.1. By Component
8.3.2.2.2. By Mode of Transport
8.3.2.2.3. By Type
8.3.2.2.4. By Applications
8.3.3. Japan Intelligent Transportation Systems Market Outlook
8.3.3.1. Market Size & Forecast
8.3.3.1.1. By Value
8.3.3.2. Market Share & Forecast
8.3.3.2.1. By Component
8.3.3.2.2. By Mode of Transport
8.3.3.2.3. By Type
8.3.3.2.4. By Applications
8.3.4. South Korea Intelligent Transportation Systems Market Outlook
8.3.4.1. Market Size & Forecast
8.3.4.1.1. By Value
8.3.4.2. Market Share & Forecast
8.3.4.2.1. By Component
8.3.4.2.2. By Mode of Transport
8.3.4.2.3. By Type
8.3.4.2.4. By Applications
8.3.5. Australia Intelligent Transportation Systems Market Outlook
8.3.5.1. Market Size & Forecast
8.3.5.1.1. By Value
8.3.5.2. Market Share & Forecast
8.3.5.2.1. By Component
8.3.5.2.2. By Mode of Transport
8.3.5.2.3. By Type
8.3.5.2.4. By Applications

9. SOUTH AMERICA INTELLIGENT TRANSPORTATION SYSTEMS MARKET OUTLOOK

9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast

+44 20 8123 2220
info@marketpublishers.com

9.2.1. By Component
9.2.2. By Mode of Transport
9.2.3. By Type
9.2.4. By Applications
9.2.5. By Country
9.3. South America: Country Analysis
9.3.1. Brazil Intelligent Transportation Systems Market Outlook
9.3.1.1. Market Size & Forecast
9.3.1.1.1. By Value
9.3.1.2. Market Share & Forecast
9.3.1.2.1. By Component
9.3.1.2.2. By Mode of Transport
9.3.1.2.3. By Type
9.3.1.2.4. By Applications
9.3.2. Argentina Intelligent Transportation Systems Market Outlook
9.3.2.1. Market Size & Forecast
9.3.2.1.1. By Value
9.3.2.2. Market Share & Forecast
9.3.2.2.1. By Component
9.3.2.2.2. By Mode of Transport
9.3.2.2.3. By Type
9.3.2.2.4. By Applications
9.3.3. Colombia Intelligent Transportation Systems Market Outlook
9.3.3.1. Market Size & Forecast
9.3.3.1.1. By Value
9.3.3.2. Market Share & Forecast
9.3.3.2.1. By Component
9.3.3.2.2. By Mode of Transport
9.3.3.2.3. By Type
9.3.3.2.4. By Applications

10. MIDDLE EAST AND AFRICA INTELLIGENT TRANSPORTATION SYSTEMS MARKET OUTLOOK

10.1. Market Size & Forecast
10.1.1. By Value
10.2. Market Share & Forecast
10.2.1. By Component
10.2.2. By Mode of Transport

+44 20 8123 2220
info@marketpublishers.com

10.2.3. By Type
10.2.4. By Applications
10.2.5. By Country
10.3. Middle East and Africa: Country Analysis
10.3.1. South Africa Intelligent Transportation Systems Market Outlook
10.3.1.1. Market Size & Forecast
10.3.1.1.1. By Value
10.3.1.2. Market Share & Forecast
10.3.1.2.1. By Component
10.3.1.2.2. By Mode of Transport
10.3.1.2.3. By Type
10.3.1.2.4. By Applications
10.3.2. Saudi Arabia Intelligent Transportation Systems Market Outlook
10.3.2.1. Market Size & Forecast
10.3.2.1.1. By Value
10.3.2.2. Market Share & Forecast
10.3.2.2.1. By Component
10.3.2.2.2. By Mode of Transport
10.3.2.2.3. By Type
10.3.2.2.4. By Applications
10.3.3. UAE Intelligent Transportation Systems Market Outlook
10.3.3.1. Market Size & Forecast
10.3.3.1.1. By Value
10.3.3.2. Market Share & Forecast
10.3.3.2.1. By Component
10.3.3.2.2. By Mode of Transport
10.3.3.2.3. By Type
10.3.3.2.4. By Applications
10.3.4. Kuwait Intelligent Transportation Systems Market Outlook
10.3.4.1. Market Size & Forecast
10.3.4.1.1. By Value
10.3.4.2. Market Share & Forecast
10.3.4.2.1. By Component
10.3.4.2.2. By Mode of Transport
10.3.4.2.3. By Type
10.3.4.2.4. By Applications
10.3.5. Turkey Intelligent Transportation Systems Market Outlook
10.3.5.1. Market Size & Forecast
10.3.5.1.1. By Value

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10.3.5.2. Market Share & Forecast
10.3.5.2.1. By Component
10.3.5.2.2. By Mode of Transport
10.3.5.2.3. By Type
10.3.5.2.4. By Applications

11. MARKET DYNAMICS

11.1. Drivers
11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPANY PROFILES

13.1. Hitachi, Ltd.
13.1.1. Business Overview
13.1.2. Key Revenue and Financials
13.1.3. Recent Developments
13.1.4. Key Personnel/Key Contact Person
13.1.5. Key Product/Services Offered
13.2. DENSO Corporation
13.2.1. Business Overview
13.2.2. Key Revenue and Financials
13.2.3. Recent Developments
13.2.4. Key Personnel/Key Contact Person
13.2.5. Key Product/Services Offered
13.3. Siemens AG
13.3.1. Business Overview
13.3.2. Key Revenue and Financials
13.3.3. Recent Developments
13.3.4. Key Personnel/Key Contact Person
13.3.5. Key Product/Services Offered
13.4. Thales Group
13.4.1. Business Overview
13.4.2. Key Revenue and Financials
13.4.3. Recent Developments
13.4.4. Key Personnel/Key Contact Person
13.4.5. Key Product/Services Offered

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13.5. Kapsch TrafficCom AG
13.5.1. Business Overview
13.5.2. Key Revenue and Financials
13.5.3. Recent Developments
13.5.4. Key Personnel/Key Contact Person
13.5.5. Key Product/Services Offered
13.6. EFKON GmbH
13.6.1. Business Overview
13.6.2. Key Revenue and Financials
13.6.3. Recent Developments
13.6.4. Key Personnel/Key Contact Person
13.6.5. Key Product/Services Offered
13.7. Xerox Corporation
13.7.1. Business Overview
13.7.2. Key Revenue and Financials
13.7.3. Recent Developments
13.7.4. Key Personnel/Key Contact Person
13.7.5. Key Product/Services Offered
13.8. NVIDIA Corporation
13.8.1. Business Overview
13.8.2. Key Revenue and Financials
13.8.3. Recent Developments
13.8.4. Key Personnel/Key Contact Person
13.8.5. Key Product/Services Offered

14. STRATEGIC RECOMMENDATIONS

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