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Turkey Traffic Management Market - By Component (Hardware (Display Boards, Sensors, Signal Lights, Cameras, Controllers, and Others), Software (Control Room Software, Video Management Software, Traffic Signal Control Software, ANPR Software, Sign Control Software, and Others) and Services (Installation & System Integration, Engineering Services, and Support & Maintenance and Consulting)), By System ((Urban Traffic Management and Control (UTMC) System, Adaptive Traffic Control System (ATCS), Journey Time Measurement System (JTMS), Predictive Traffic Modeling System (PTMS), Incident Detection and Location System (IDLS), and Dynamic Traffic Management System (DTMS)), By End-User (Healthcare & Life Sciences, BFSI, Retail & Consumer Goods, Manufacturing, IT & Telecommunication, Media & Entertainment, Government & Public Sector, and Others), and By Region, Competition, Forecast, and Opportunities, 2008

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Abstracts

Turkey traffic management market is expected to develop at a rapid pace owing to the

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increasing adoption of IoT and big data in Turkey. Traffic management has become a crucial tool for consumers due to the increasing adoption of smart traffic lights and surge in development of smart cities that has proliferated the demand for effective traffic management systems in Istanbul, Ankara, and many other prominent cities in Turkey. The increasing traffic jams have severely impacted the lives of citizens. In addition, traffic management offer businesses the opportunity to improve air quality from reducing air pollution generated by slow-moving traffic, which helps in maintaining the traffic speed control and reduce delays to public transportation. Moreover, the growing technical advancements such as Cloud computing, big data, 5G, and Internet of Things (IoT) have increased the demand for traffic management systems. As the country is tremendously experiencing industrialization and urbanization, there is an increasing need for effective traffic management systems in various sectors in Turkey.

Traffic management is the process of prioritizing, shaping, and routing network traffic to ensure that critical applications remain available. The process of determining many situations in which traffic control and guidance are required, as well as the implementation of effective procedures, such as traffic control, to safely regulate and guide traffic with the least amount of interruption and delay, is known as traffic management. Traffic control management refers to the planning, monitoring, and use of traffic control strategies at civil infrastructure projects and construction sites. Static and dynamic vehicular clouds are used in traffic management to regulate traffic flow and provide a safe driving environment. The developing IoT trend, the growing requirement for organizations to simplify network administration, the rise in customer demand for more business agility and responsiveness, and the increased use of traffic management in logistics and transportation have contributed to an increase in service demand. Furthermore, as companies enable crucial applications through dependable and high-performance connections, traffic management is becoming more common. Traffic management allows businesses to provide on-time services at lower rates.

Increasing Focus on Existing Traffic Upgradation

An effective traffic management system is becoming increasingly popular in cities such as Istanbul, Ankara, and many more in Turkey, which are eager to embrace congestion-free traffic. Istanbul is home to metrobuses, a bus rapid transit route system with 45 stations via Avc?lar from the European side to Sogutlucesme on the Asian side. The traffic congestion in its most cities are becoming increasingly severe which has resulted in adoption of various strategies for traffic upgradation. For instance, according to a report published by navigation company TomTom, the popular city Istanbul with a population of over 15 million has become the highest traffic density in the world,

averaging 62% congestion in 2021. The current surge in traffic due to the high adoption of vehicles has increased the demand for effective traffic management with security and safety, which has caused businesses to reevaluate their traffic control systems. Enterprises are enabling smart traffic management system to centralize the control function to moderate traffic conditions by analyzing real-time traffic situations, improvising traditional ticketing with an automated E-bill payment system, congestion-free traffic and helps in eradicate pollution. This has provided the edge for several applications' performance and offers a high-quality user experience, which has contributed to an increase in business productivity.

Moreover, the integration of intelligence to monitor and manage traffic, are intelligent insights and solutions for current problems through a few modifications and technology integrations providing an overall level of traffic management and greenhouse gas (GHG) emissions. In addition, in February 2023, T?rksat A.?. in corporation with Bursa Metropolitan Municipality implemented the Bursa Urban Traffic Management Center Project. This project enables Bursa traffic to get manage from a single center. This will save 36 million TL in fuel and reduce carbon dioxide emissions by 3 thousand tons. Furthermore, the adaptive systems detect vehicle traffic using a combination of video detection and radar, adjusting signals in real-time with software powered by artificial intelligence. Therefore, increasing focus on existing traffic upgradation is expected to increase the adoption of traffic management systems in Turkey.

Surge in Development of Smart Cities in Turkey

Turkey is experiencing a surge in the development of smart cities due to several factors, including the country's rapid urbanization, its commitment to innovation, and its strategic location. Cities are becoming smarter and smart mobility is a key component in achieving this goal. Nations are rapidly working on accelerating the use of smart technologies in achieving sustainable development goals. Furthermore, the Ministry of Environment and Urbanization has formulated a National Smart City Policy that articulates the government's strategic vision for the advancement of smart cities in Turkey. This initiative has contributed to the growing demand for traffic management solutions in the country. The rising government investments in smart cities projects such as Istanbul Smart City Project, Canakkale Smart City Project, and Aksaray Smart City Project, which are focused on improving the quality of life and improving the efficiency and sustainability of public infrastructure are further propelling the adoption of smart technologies such as advance traffic management systems. These smart technologies in smart cities are used to connect vehicles, public transit, infrastructure, and people to improve mobility and safety. For instance, cities such as Izmir are already using smart

traffic management systems, where traffic is monitored through real-time traffic information system and a parking guidance system, allowing the city to broadcast information about current travel times on roads by suggesting the best route to take. Furthermore, enterprises solutions developed by various enterprise such as Turk Telecom, Sigfox, IBM Corporation, and many more are being introduced to upgrade communications infrastructure and optimize traffic data system fast and cost effectively. Thus, the rising demand for developing smart cities in Turkey is expected to drive the growth of the traffic management market in the country during the forecast period.

Increasing Adoption of Drones in Commercial and Government Applications

The major factor driving the growth of the Turkey traffic management market is due to the increase of UAVs and drones in commercial appliances primarily logistics & transportations, use of drone surveillance in military, and armed forces along with drone monitoring in agriculture and forestry. Many enterprises in Turkey are seeking for more innovative ways to gather information, efficiently streamline operations, and improve country security through drone surveillance. With this growth comes tremendous responsibility to put a crucial harmonized traffic management system in place. Despite all these potential benefits and as the skies becomes the next frontier, there will be a need of more advanced and successful UTM system to facilitate growth in the elevated mobility market ensuring public safety and security. In 2022, Turkey achieved a remarkable milestone by reaching a record-breaking $4.4 billion in arms exports. This figure surpasses the annual defense budgets of certain European countries. With the accomplishment of surpassing its export goal for the year, the Turkish government has set its sights on further elevating this number to $6 billion in the year 2023. Notably, the overall turnover of Turkey's defense industry in the previous year amounted to $10 billion, as reported by Turkey's Presidency of Defense Industries. The speculation will be utilized to help the advancement of new drone technologies and to make occupations in the drone business. Together with the government, the Drone Industry Association of Turkey (DIAT) are developing rules and guidelines for the safe and responsible use of drones. In addition, several initiatives have increased the use of drones in a variety of applications, including the national drone strategy, which outlines the development of new drone technologies, the promotion of drone tourism, and the goal of making Turkey a global hub for drone development.

Moreover,

Businesses spanning various industries are increasingly recognizing the benefits of traffic management, which encompass cost-effectiveness, time conservation, and the

integration of technological progress that drones can introduce to their operations. This has led to a significant increase in usage, experiments, and trials of UAVs by the government and enterprises across sectors. Therefore, the increase in the adoption of drones in commercial & government applications is attributed to the growth of the Turkey traffic management market during the forecast period.

Market Segmentation

The Turkey traffic management market is segmented primarily based on component, system, end-user, and region. Based on component, the market is segmented into hardware and sub-segmented into display boards, sensors, signal lights, cameras, controllers, and others; software, which is further segmented into control room software, video management software, traffic signal control software, ANPR software, sign control software, and others; and services into installation and system integration, engineering services, and support & maintenance and consulting. Based on system, the market is bifurcated into urban traffic management and control (UTMC) system, adaptive traffic control system (ATCS), journey time measurement system (JTMS), predictive traffic modeling system (PTMS), incident detection and location system (IDLS), and dynamic traffic management system (DTMS). The end-user segment is categorized into healthcare & life sciences, BFSI, retail & consumer goods, manufacturing, IT & telecommunication, media & entertainment, government and public sector, and others. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among Marmara, Central Anatolia, Aegean, Mediterranean, Black Sea, South Eastern Anatolia, and Eastern Anatolia.

Market Players

Major market players of the Turkey traffic management market are ONUR Y?ksek Teknoloji A.?., Honeywell International Inc., Cisco Systems, Inc., Siemens Mobility Transportation Systems Inc., INDRA SISTEMAS, and S.A. Turkey, Swarco AG.

Report Scope:

In this report, Turkey traffic management market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Turkey Traffic Management Market, By Component:

Hardware

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- Display Boards
- Sensors
- Signal Lights
- Cameras
- Controllers
- Others

Software

- Control Room Software
- Video Management Software
- Traffic Signal Control Software
- ANPR Software
- Sign Control Software
- Others

Services

- Installation & System Integration
- Engineering Services
- Support & Maintenance
- Consulting

Turkey Traffic Management Market, By System:

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Urban Traffic Management and Control (UTMC) System

Adaptive Traffic Control System (ATCS)

Journey Time Measurement System (JTMS)

Predictive Traffic Modeling System (PTMS)

Incident Detection and Location System (IDLS)

Dynamic Traffic Management System (DTMS)

Turkey Traffic Management Market, By End User:

Healthcare & Life Sciences

BFSI

Retail & Consumer Goods

Manufacturing

IT & Telecommunication

Media & Entertainment

Government & Public Sector

Others

Turkey Traffic Management Market, By Region:

Marmara

Central Anatolia

Aegean

Mediterranean

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Black Sea

South Eastern Anatolia

Eastern Anatolia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey Traffic Management Market

Available Customizations:

Turkey traffic management market with the given market data, Tech Sci 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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