

North America Intelligent Transportation System (ITS) Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Intelligent Transportation System (ITS) Market is projected to grow significantly, reaching approximately US\$ 18,645.8 million by 2031, up from US\$ 11,423.4 million in 2023, reflecting a compound annual growth rate (CAGR) of 6.3% from 2023 to 2031.

Executive Summary and Market Analysis

The United States is the leading market for ITS, driven by a strong demand for advanced technologies and rapid infrastructure development. Continuous investments in technology upgrades are fueling the growth of intelligent transportation systems in the US. For example, in July 2024, the Pennsylvania government announced plans to transition to an open road tolling system by 2025, which will automate toll collection for vehicles traveling at high speeds, eliminating the need for toll booths and lane changes.

In Canada, the transportation sector is vital to the economy, contributing US\$ 81.5 billion to the GDP as reported by the Canadian government in 2022. The Canadian government is heavily investing in creating a safe and efficient transportation network, further driving the demand for ITS in the region.

Strategic Insights

Market Segmentation

By Type: The market is divided into Hardware, Software, and Services, with Hardware holding the largest market share in 2023.

By Hardware: Segmented into Interface Boards, Sensors, Surveillance Cameras, Telecommunication Networks, Monitoring and Detection Systems, and Others, where Telecommunication Networks led the market in 2023.

By System: Includes Advanced Traffic Management System (ATMS), Advanced Traveler Information System (ATIS), ITS-enabled Transportation Pricing System (ITPS), Advanced Public Transportation System (ATPS), Commercial Vehicle Operation (CVO), and Others, with ATMS being the largest segment in 2023.

By Application: Comprises Fleet Management and Asset Monitoring, Intelligent Traffic Control, Smart Ticketing, Variable Traffic Message Signs, Collision Avoidance, and Others, where Intelligent Traffic Control dominated in 2023.

Market Outlook

Modern wireless networks are connecting vehicles, pedestrians, infrastructure, and highways through advanced communication technologies. Vehicle-to-Everything (V2X) communication is a key component of ITS, enabling various applications such as entertainment services, cooperative autonomous driving, and traffic safety measures like accident reporting and collision avoidance.

The US government and automakers are prioritizing V2X implementation. In August 2024, the US Department of Transportation unveiled a national V2X plan aimed at deploying wireless technology across the country by 2036. Pilot programs in cities like New York and Tampa are testing applications such as red-light violation warnings and vehicle platooning. The Ann Arbor Connected Vehicle Test Environment in Michigan is one of the largest testbeds globally, equipping thousands of vehicles with V2X technology for real-world testing. Federal funding from the Infrastructure Investment and Jobs Act is also supporting the expansion of V2X technology and smart transportation infrastructure.

Country Insights

The North America ITS Market is segmented into the United States, Canada, and Mexico, with the US holding the largest market share in 2023. The high demand for innovative technologies and infrastructure development in the US is evident, as reported by the American Society of Civil Engineers, which noted that US roads and highways transported goods worth approximately US\$ 17 trillion, accounting for 72% of the

country's total goods transportation. The US also has a significant aviation sector, with a 4.5% increase in aircraft transportation in 2023 compared to 2022, further driving the need for advanced safety and traffic management systems.

Company Profiles

Key players in the North America ITS market include Siemens AG, Cisco Systems Inc, Denso Corp, Hitachi Ltd, Indra Sistemas SA, Teledyne Technologies Inc, Kapsch TrafficCom AG, EFKON GmbH, Cubic Transportation Systems Inc, and TomTom International B.V. These companies are employing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative solutions.

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