

South & Central America Maritime Analytics Market Size and Forecast (2021 - 2031)

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Abstracts

The South & Central America Maritime Analytics Market is projected to grow from US\$ 51.4 million in 2024 to US\$ 81.1 million by 2031, registering a CAGR of 6.8% between 2025 and 2031.

Executive Summary & Market Analysis

South America's strong tourism sector alongside its commercial marine industry has significantly driven the expansion of marine vessels, ports, and marinas that support recreational and sports-related maritime activities. Although the market remains highly fragmented with numerous small participants, these stakeholders have played an important role in strengthening port infrastructure and accelerating the adoption of digital technologies to streamline operations at key commercial ports across the region.

In March 2025, CMA CGM introduced a new Asia–South America East Coast shipping service. The SEAS 3 route is designed to improve shipment efficiency between Asia and the East Coast of South America, aligning with evolving regional trade dynamics and reinforcing the company's commitment to enhancing service quality and supporting trade growth.

Additionally, rising economic activity in countries such as Brazil, Argentina, and Colombia has led to higher international trade volumes, further driving the modernization of maritime operations through advanced, technology-enabled asset management solutions. Among these, Brazil stands out as the leading hub, accounting for the largest share of maritime infrastructure in the region and serving as a key gateway for global trade flows.

Strategic Insights

Market Segmentation Analysis

By Component: The market is divided into Software and Services, with Software holding the dominant share in 2024.

By Deployment: Segmented into Cloud and On-premises, with Cloud solutions leading the market in 2024.

By Application: Includes Predictive and Prescriptive Analytics, Optimal Route Mapping, Pricing Insights, Vessel Safety and Security, and Others, where Predictive and Prescriptive Analytics accounted for the largest share in 2024.

By End User: Segmented into Commercial and Military, with the Commercial segment dominating in 2024.

Market Outlook

Regulatory authorities have increasingly focused on reducing the environmental impact of maritime transportation. The International Maritime Organization (IMO), an International Maritime Organization, introduced initiatives such as the Energy Efficiency Existing Ship Index (EEXI) and the Carbon Intensity Indicator (CII), aimed at enforcing stricter environmental compliance standards. These measures, effective from January 1, 2023, target a 50% reduction in greenhouse gas emissions from ships by 2050 compared to 2008 levels, while setting performance benchmarks for emissions per ton-mile of cargo.

In response to tightening sustainability regulations and emissions targets, shipping companies are increasingly adopting advanced analytics solutions to monitor environmental impact, optimize fuel consumption, and improve fleet efficiency. This shift supports compliance requirements while also advancing corporate sustainability objectives, creating strong growth opportunities for maritime analytics solution providers.

Country Insights

By country, the market is segmented into Brazil, Argentina, and the Rest of South & Central America, with Brazil holding the largest share in 2024.

Brazil's extensive coastline, dense port network, and strong import-export activity have significantly strengthened its maritime infrastructure. Government-led modernization efforts have further accelerated this development. In November 2024, Brazil's Ministry of Ports and Airports announced a US\$ 4 billion (R\$20 billion) investment plan covering 55 port-related projects aimed at improving efficiency, expanding concessions, and attracting private investment.

Key Market Players

The competitive landscape includes several prominent companies such as ABB Ltd, Hexagon AB, ShipNet, Windward Ltd, Maritech Holdings Limited, Kpler, OrbitMI, Inc., ZeroNorth A/S, Viasat Inc, and SOLITWORK A/S.

These players are actively pursuing strategies such as geographic expansion, product innovation, and mergers and acquisitions to strengthen their market position and expand their customer base.

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