

Intelligent Transportation System Market by Offering (Hardware, Software), System (Advanced Traffic Management System, ITS-enabled Transportation Pricing System), Application (Roadways, Railways, Aviation, Marine) and Region - Global Forecast to 2028

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Report description:

The global intelligent transportation system (ITS) market is projected to reach USD 67.2 billion by 2028 from an estimated USD 47.8 billion in 2023, at a CAGR of 7.1% from 2023 to 2028. Factors such as government efforts to ensure road and public safety, increased need to reduce traffic congestion, favorable government policies for effective traffic management, high adoption of ecofriendly automobile technology, and rapid development of smart cities globally have proved to be the major driving forces for the ITS market for roadways.

Freight arrival & transit segment is expected to lead the maritime application of the ITS market in 2028

The increasing number of freights in sea transport operations has led to complex distribution setups with an increased need for information flow, especially electronic messages among participants in distribution setups. This trend has been an initiative to shape a new intelligent transportation management system (ITS) that provides data and information more effectively to partner companies. ITS help monitor the arrival of freight, loading and unloading of goods, tracking the geographic location of freight, tracing shipment information, and others. Owing to this, the freight arrival & transit segment is expected to lead the maritime application of the ITS market in 2028.

Asia Pacific to account for the highest growth of ITS market during the forecast period

Among all regions, Asia Pacific is expected to register the highest growth in the ITS market during the forecast period. The region houses numerous ITS solution providers, such as Hitachi, Ltd.; DENSO Corporation, ST Engineering, and Lanner Electronics Inc., as

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well as end users. China, Japan, and South Korea mainly dominate the ITS market for the roadways segment in the region. These countries are densely populated and have a huge demand for vehicles, which leads to urban traffic congestion and an increase in CO2 emissions.

Some of the key companies operating in the ITS market are Siemens AG(Germany), Hitachi, Ltd. (Japan), Conduent Incorporated (US), Cubic Corporation (US), Kapsch TrafficCom AG (Austria), and so on.

Research Coverage:

In this report, the ITS market has been segmented on the basis of Offering; System; By Application - Roadways, Railways, Aviation, Maritime; and Region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions-North America, Europe, APAC, and RoW. Value chain analysis has been included in the report, along with the key players and their competitive analysis in the ITS ecosystem.

Key Benefits to Buy the Report:

- This report includes statistics for the ITS market based on Offering, System, By Application - Roadways, Railways, Aviation, Maritime; and Region, along with their respective market sizes.
- Value chain analysis and key industry trends have been provided for the market.
- Major drivers, restraints, opportunities, and challenges for the ITS market have been provided in detail in this report.
- This report would help stakeholders to understand their competitors better and gain more insights to enhance their position in the market. The competitive landscape section includes the competitor ecosystem and the recent development strategies adopted by the key players in the market, such as contracts, collaborations, agreements, product launches, acquisitions, expansions, and partnerships.

Table of Contents:

1	INTRODUCTION	39
1.1	STUDY OBJECTIVES	39
1.2	MARKET DEFINITION	39
1.2.1	INCLUSIONS AND EXCLUSIONS	40
1.3	STUDY SCOPE	40
FIGURE 1	MARKET SEGMENTATION	41
1.3.1	REGIONAL SCOPE	42
1.3.2	YEARS CONSIDERED	42
1.4	CURRENCY CONSIDERED	42
1.5	UNIT CONSIDERED	43
1.6	STAKEHOLDERS	43
1.7	SUMMARY OF CHANGES	43
2	RESEARCH METHODOLOGY	44
2.1	RESEARCH DATA	44
FIGURE 2	ITS MARKET: RESEARCH DESIGN	45
2.1.1	SECONDARY AND PRIMARY RESEARCH	46
2.1.2	SECONDARY DATA	46
2.1.2.1	Secondary sources	47
2.1.2.2	List of key secondary sources	47
2.1.3	PRIMARY DATA	47
2.1.3.1	Primary interviews with experts	48
2.1.3.2	Breakdown of primary interviews	48
2.1.3.3	Key data from primary sources	49

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2.1.3.4	Key industry insights	49
2.2	FACTOR ANALYSIS	50
FIGURE 3	MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 - TOP-DOWN (SUPPLY SIDE): REVENUES GENERATED BY COMPANIES FROM SALES OF ITS SOLUTIONS	50
FIGURE 4	MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 - TOP-DOWN (SUPPLY SIDE): ILLUSTRATION OF REVENUE ESTIMATIONS FOR SIEMENS AG IN ITS MARKET	51
FIGURE 5	MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 - BOTTOM-UP (DEMAND SIDE): DEMAND FOR ITS IN ROADWAYS APPLICATION	52
2.3	MARKET SIZE ESTIMATION	52
2.3.1	BOTTOM-UP APPROACH	52
2.3.1.1	Approach to obtain market size using bottom-up analysis (demand side)	52
FIGURE 6	MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH	53
2.3.2	TOP-DOWN APPROACH	53
2.3.2.1	Approach to obtain market size using top-down analysis (supply side)	53
FIGURE 7	MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH	54
2.3.3	MARKET GROWTH PROJECTIONS AND FORECAST ASSUMPTIONS	54
TABLE 1	MARKET GROWTH PROJECTIONS AND FORECAST ASSUMPTIONS	54
2.4	MARKET BREAKDOWN AND DATA TRIANGULATION	55
FIGURE 8	DATA TRIANGULATION	55
2.5	RESEARCH ASSUMPTIONS	56
2.6	RESEARCH LIMITATIONS	57
2.7	RESEARCH RISK ASSESSMENT	57
TABLE 2	RESEARCH RISK ASSESSMENT	57
3	EXECUTIVE SUMMARY	59
3.1	IMPACT OF RECESSION ON INTELLIGENT TRANSPORTATION SYSTEM MARKET	60
3.1.1	GLOBAL ECONOMY OUTLOOK	60
3.1.2	PRE-RECESSION	60
3.1.3	POST-RECESSION	60
FIGURE 9	GROWTH PROJECTION OF ITS MARKET IN PRE- AND POST-RECESSION SCENARIOS	60
FIGURE 10	COMMERCIAL VEHICLE OPERATIONS SEGMENT OF ITS MARKET FOR ROADWAYS TO RECORD HIGHEST CAGR FROM 2023 TO 2028	61
FIGURE 11	TICKETING MANAGEMENT SEGMENT TO HAVE LARGEST SHARE OF ITS MARKET FOR ROADWAYS APPLICATION IN 2023	61
FIGURE 12	SMART TICKETING SEGMENT TO RECORD HIGHEST CAGR IN ITS MARKET FOR RAILWAYS APPLICATION DURING FORECAST PERIOD	62
FIGURE 13	AIRCRAFT MANAGEMENT SEGMENT TO CAPTURE LARGEST SHARE OF ITS MARKET FOR AVIATION APPLICATION IN 2023	62
FIGURE 14	FREIGHT ARRIVAL & TRANSIT SEGMENT TO LEAD MARITIME APPLICATION OF ITS MARKET IN 2028	63
FIGURE 15	ASIA PACIFIC TO BE FASTEST-GROWING ITS MARKET FOR ROADWAYS APPLICATION DURING FORECAST PERIOD	64
4	PREMIUM INSIGHTS	65
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN ITS MARKET	65
FIGURE 16	DIGITAL AND INFRASTRUCTURAL DEVELOPMENTS IN ASIA PACIFIC TO CREATE GROWTH OPPORTUNITIES	65
4.2	ITS MARKET FOR ROADWAYS, BY OFFERING	65
FIGURE 17	HARDWARE SEGMENT TO LEAD MARKET DURING FORECAST PERIOD	65
4.3	ITS MARKET FOR ROADWAYS, BY SYSTEM	66
FIGURE 18	ADVANCED TRAFFIC MANAGEMENT SYSTEM TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD	66
4.4	ITS MARKET FOR ROADWAYS, BY REGION	66
FIGURE 19	NORTH AMERICA TO LEAD MARKET DURING FORECAST PERIOD	66

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4.5	ITS MARKET FOR ROADWAYS, BY COUNTRY	67
	FIGURE 20 AUSTRALIA TO GROW AT HIGHEST CAGR FOR ROADWAYS APPLICATION DURING FORECAST PERIOD	67
4.6	ITS MARKET FOR ROADWAYS, BY APPLICATION	67
	FIGURE 21 TICKETING MANAGEMENT TO HOLD LARGEST MARKET SHARE	67
4.7	ITS MARKET FOR RAILWAYS, BY APPLICATION	68
	FIGURE 22 RAIL-RUNNING OPERATION & COLLISION AVOIDANCE TO LEAD MARKET FROM 2023 TO 2028	68
4.8	ITS MARKET FOR AVIATION, BY APPLICATION	68
	FIGURE 23 AIRCRAFT MANAGEMENT TO CAPTURE LARGEST MARKET SHARE DURING FORECAST PERIOD	68
4.9	ITS MARKET FOR MARITIME, BY APPLICATION	69
	FIGURE 24 SCHEDULING OF CONTAINER MOVEMENT SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE	69
5	MARKET OVERVIEW	70
5.1	INTRODUCTION	70
5.2	MARKET DYNAMICS FOR ITS IN ROADWAYS	70
	FIGURE 25 ITS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES FOR ROADWAYS APPLICATION	70
5.2.1	DRIVERS	71
5.2.1.1	Government efforts to ensure road and public safety	71
	FIGURE 26 ROAD TRAFFIC DEATH RATES PER 100,000 POPULATION, 2019	71
5.2.1.2	Increased need to reduce traffic congestion	72
5.2.1.3	Favorable government initiatives for effective traffic management	72
5.2.1.4	High adoption of eco-friendly automobile technology	73
5.2.1.5	Rapid development of smart cities globally	73
	FIGURE 27 ITS MARKET: DRIVERS AND IMPACT	74
5.2.2	RESTRAINTS	74
5.2.2.1	High installation cost of ITS	74
5.2.2.2	Stagnation or sluggish growth in infrastructure sector	74
	FIGURE 28 ITS MARKET: RESTRAINTS AND IMPACT	75
5.2.3	OPPORTUNITIES	75
5.2.3.1	Increasing focus of automobile companies on designing and developing smart vehicles compatible with ITS	75
5.2.3.2	Increasing public-private partnerships	75
5.2.3.3	Growing number of economically and technologically advanced countries	76
	FIGURE 29 ITS MARKET: OPPORTUNITIES AND IMPACT	76
5.2.4	CHALLENGES	77
5.2.4.1	Achieving interoperable and standard ITS architecture worldwide	77
	FIGURE 30 ITS MARKET: CHALLENGE AND IMPACT	77
5.3	MARKET DYNAMICS FOR ITS IN RAILWAYS	78
	FIGURE 31 ITS MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES FOR RAILWAYS APPLICATION	78
5.3.1	DRIVERS	78
5.3.1.1	Increasing demand for security and surveillance	78
5.3.2	RESTRAINTS	79
5.3.2.1	Slow development in railway infrastructure	79
5.3.3	OPPORTUNITIES	79
5.3.3.1	Growing focus of OEMs on providing diverse services and solutions to improve railway infrastructure	79
5.4	MARKET DYNAMICS FOR ITS IN AVIATION	80
	FIGURE 32 ITS MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES FOR AVIATION APPLICATION	80
5.4.1	DRIVERS	80
5.4.1.1	Growing focus on improving airline operations	80
5.4.1.2	Increasing importance of environmental conservation	81

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5.4.2	RESTRAINTS	81
5.4.2.1	Lack of funding and synchronization among agencies	81
5.4.3	OPPORTUNITIES	81
5.4.3.1	Industry goals and initiatives to reduce CO2 emissions	81
5.5	MARKET DYNAMICS FOR ITS IN MARITIME	82
FIGURE 33 ITS MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES FOR MARITIME APPLICATION		
5.5.1	DRIVERS	82
5.5.1.1	Improving maritime logistics infrastructure	82
5.5.2	RESTRAINTS	83
5.5.2.1	Poor coordination among OEMs and technology providers and presence of conflicting regulatory policies	83
5.5.3	OPPORTUNITIES	83
5.5.3.1	Improving information and communication technologies	83
5.6	VALUE CHAIN ANALYSIS	83
FIGURE 34 ITS VALUE CHAIN ANALYSIS		
5.7	ECOSYSTEM ANALYSIS	85
TABLE 3 ITS MARKET: ECOSYSTEM ANALYSIS		
5.8	PRICING ANALYSIS	86
TABLE 4 AVERAGE SELLING PRICES OF ITS HARDWARE, BY TYPE		
FIGURE 35 AVERAGE SELLING PRICE TREND FOR SENSORS, 2018-2028 (USD)		
FIGURE 36 AVERAGE SELLING PRICE TREND FOR SURVEILLANCE CAMERAS, 2018-2028 (USD)		
5.9	TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS	87
5.10	TECHNOLOGY ANALYSIS	88
5.10.1	ADOPTION OF IMAGE PROCESSING SOLUTIONS	88
5.10.2	USE OF SMARTPHONES TO FACILITATE VIDEO-BASED TOLL COLLECTION	88
5.10.3	INTRODUCTION OF C-ITS/V2X TECHNOLOGIES FOR WIRELESS DATA EXCHANGE	88
5.10.4	IMPLEMENTATION OF AUTONOMOUS DRIVING TECHNOLOGY TO REDUCE ACCIDENTS	89
5.10.5	CONNECTED CAR TECHNOLOGY FOR CAR-TO-CAR COMMUNICATION	89
5.11	PORTER'S FIVE FORCES ANALYSIS	90
TABLE 5 ITS MARKET: PORTER'S FIVE FORCES ANALYSIS		
FIGURE 37 PORTER'S FIVE FORCES ANALYSIS		
5.11.1	INTENSITY OF COMPETITIVE RIVALRY	91
5.11.2	THREAT OF SUBSTITUTES	91
5.11.3	BARGAINING POWER OF BUYERS	92
5.11.4	BARGAINING POWER OF SUPPLIERS	92
5.11.5	THREAT OF NEW ENTRANTS	93
5.12	CASE STUDY ANALYSIS	93
5.12.1	CUBIC CORPORATION PROVIDED INTELLIGENT PASSENGER-ORIENTED DISPLAYS TO GOVIA THAMESLINK RAILWAY TO REDUCE TOUCHPOINTS AND IMPROVE PASSENGER EXPERIENCE	93
5.12.2	FREEWI DE LIJN INTRODUCED "TAP & GO" TICKETING SYSTEM TO FLANDERS PUBLIC TRANSPORTATION TO REDUCE TRAFFIC CONGESTION	94
5.12.3	SANTIAGO UTILIZED ELECTRONIC TOLLING TECHNOLOGY ON URBAN HIGHWAYS TO GENERATE SIGNIFICANT INFRASTRUCTURE REVENUE WITHOUT IMPEDING TRAFFIC FLOW	95
5.12.4	CITY OF BENTONVILLE DEPLOYED MULTIMODAL DETECTION AND TRAFFIC DATA COLLECTION PROGRAM FOR SAFER AND MORE EFFICIENT STREETS	95
5.12.5	CUBIC CORPORATION MODERNIZED NEW YORK TRANSPORTATION NETWORK WITH SINGLE FARE PAYMENT SYSTEM	96
5.13	TRADE ANALYSIS	96
5.13.1	IMPORT SCENARIO	96

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TABLE 6	IMPORT DATA, BY COUNTRY, 2017-2021 (USD BILLION)	97
FIGURE 38	TELEVISION CAMERAS, DIGITAL CAMERAS, AND VIDEO CAMERA RECORDERS: IMPORT DATA FOR MAJOR COUNTRIES, 2017-2021	97
5.13.2	EXPORT SCENARIO	98
TABLE 7	EXPORT DATA, BY COUNTRY, 2017-2021 (USD BILLION)	98
FIGURE 39	TELEVISION CAMERAS, DIGITAL CAMERAS, AND VIDEO CAMERA RECORDERS: EXPORT DATA FOR MAJOR COUNTRIES, 2017-2021	98
5.14	PATENT ANALYSIS	99
TABLE 8	KEY PATENTS IN ITS MARKET, 2008-2021	99
FIGURE 40	PATENTS GRANTED WORLDWIDE, 2012-2022	100
TABLE 9	TOP 20 PATENT OWNERS IN US, 2012-2022	100
FIGURE 41	TOP 10 PATENT APPLICANTS, 2012-2022	101
5.15	KEY CONFERENCES AND EVENTS, 2023-2024	102
TABLE 10	ITS MARKET: KEY CONFERENCES AND EVENTS	102
5.16	TARIFF ANALYSIS	103
5.17	STANDARDS AND REGULATORY LANDSCAPE	103
5.17.1	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	103
5.17.1.1	North America	103
5.17.1.2	Europe	104
5.17.2	STANDARDS	105
6	PROTOCOLS FOR INTELLIGENT TRANSPORTATION SYSTEMS	106
6.1	INTRODUCTION	106
6.2	SHORT RANGE	106
6.2.1	WAVE (IEEE 802.11)	106
6.2.2	WPAN (IEEE 802.15)	107
6.3	LONG RANGE	107
6.3.1	WIMAX (IEEE 802.11)	107
6.3.2	OFDM	107
6.4	IEEE 1512	107
6.5	TRAFFIC MANAGEMENT DATA DICTIONARY (TMDD)	108
6.6	OTHERS	108
7	ITS MARKET FOR ROADWAYS, BY OFFERING	109
7.1	INTRODUCTION	110
FIGURE 42	ITS MARKET FOR ROADWAYS: BY OFFERING	110
TABLE 11	ITS MARKET FOR ROADWAYS, BY OFFERING, 2018-2022 (USD MILLION)	110
FIGURE 43	SOFTWARE SEGMENT TO REGISTER HIGHEST CAGR IN ITS MARKET FOR ROADWAYS DURING FORECAST PERIOD	111
TABLE 12	ITS MARKET FOR ROADWAYS, BY OFFERING, 2023-2028 (USD MILLION)	111
7.2	HARDWARE	112
FIGURE 44	ITS MARKET: HARDWARE OFFERINGS	112
TABLE 13	ROADWAYS: ITS MARKET FOR HARDWARE OFFERINGS, BY TYPE, 2018-2022 (USD MILLION)	112
TABLE 14	ROADWAYS: ITS MARKET FOR HARDWARE OFFERINGS, BY TYPE, 2023-2028 (USD MILLION)	113
7.2.1	INTERFACE BOARD	113
7.2.1.1	Multifunctional board	113
7.2.1.1.1	Serves as interface between various ITS components	113
7.2.1.2	Vehicle detection board	113
7.2.1.2.1	Provides real-time information to traffic control servers	113
7.2.1.3	Communication board	114

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7.2.1.3.1 To grow at highest CAGR during forecast period 114

TABLE 15 ROADWAYS: ITS MARKET FOR INTERFACE BOARD, BY TYPE, 2018-2022 (USD MILLION) 114

TABLE 16 ROADWAYS: ITS MARKET FOR INTERFACE BOARD, BY TYPE, 2023-2028 (USD MILLION) 114

7.2.2 SENSOR 114

7.2.2.1 Vehicle detection sensor 114

7.2.2.1.1 Helps adjust signal time based on vehicle presence 114

7.2.2.2 Pedestrian presence sensor 115

7.2.2.2.1 Helps improve pedestrian safety in urban areas 115

7.2.2.3 Speed sensor 115

7.2.2.3.1 Reduces vehicle speed during hazardous weather conditions 115

TABLE 17 ROADWAYS: ITS MARKET FOR SENSOR, BY TYPE, 2018-2022 (USD MILLION) 115

TABLE 18 ROADWAYS: ITS MARKET FOR SENSOR, BY TYPE, 2023-2028 (USD MILLION) 115

TABLE 19 ROADWAYS: ITS MARKET FOR SENSOR, BY TYPE, 2018-2022 (MILLION UNIT) 115

TABLE 20 ROADWAYS: ITS MARKET FOR SENSOR, BY TYPE, 2023-2028 (MILLION UNIT) 116

7.2.3 SURVEILLANCE CAMERA 116

7.2.3.1 Thermal camera 116

7.2.3.1.1 Integrated with automobiles and traffic monitoring systems 116

7.2.3.2 AID camera 116

7.2.3.2.1 Designed to detect and capture incidents automatically 116

TABLE 21 ROADWAYS: ITS MARKET FOR SURVEILLANCE CAMERA, BY TYPE, 2018-2022 (USD MILLION) 116

TABLE 22 ROADWAYS: ITS MARKET FOR SURVEILLANCE CAMERA, BY TYPE, 2023-2028 (USD MILLION) 117

TABLE 23 ROADWAYS: ITS MARKET FOR SURVEILLANCE CAMERA, BY TYPE, 2018-2022 (MILLION UNIT) 117

TABLE 24 ROADWAYS: ITS MARKET FOR SURVEILLANCE CAMERA, BY TYPE, 2023-2028 (MILLION UNIT) 117

7.2.4 TELECOMMUNICATION NETWORK 117

7.2.4.1 Fiber optic cable 118

7.2.4.1.1 Provides high bandwidth, long-distance transmission, and good signal immunity 118

7.2.4.2 Copper line 118

7.2.4.2.1 Used to connect traffic signal transmission devices and video cameras with traffic management centers 118

7.2.4.3 Wireless media 118

7.2.4.3.1 ZigBee, Wi-Fi, and Bluetooth widely used for short-range wireless applications 118

TABLE 25 ROADWAYS: ITS MARKET FOR TELECOMMUNICATION NETWORK, BY TYPE, 2018-2022 (USD MILLION) 118

TABLE 26 ROADWAYS: ITS MARKET FOR TELECOMMUNICATION NETWORK, BY TYPE, 2023-2028 (USD MILLION) 119

7.2.5 MONITORING AND DETECTION SYSTEM 119

7.2.5.1 Automatic number plate recognition system 119

7.2.5.1.1 Holds larger market share than intelligent traffic controller 119

7.2.5.2 Intelligent traffic controller 119

7.2.5.2.1 Can assess dynamic changes in traffic flow 119

TABLE 27 ROADWAYS: ITS MARKET FOR MONITORING AND DETECTION SYSTEM, BY TYPE, 2018-2022 (USD MILLION) 120

TABLE 28 ROADWAYS: ITS MARKET FOR MONITORING AND DETECTION SYSTEM, BY TYPE, 2023-2028 (USD MILLION) 120

7.2.6 OTHERS 120

7.2.6.1 Linked traffic controller 120

7.2.6.2 Variable message signboard 120

TABLE 29 ROADWAYS: ITS MARKET FOR OTHER HARDWARE OFFERINGS, BY TYPE, 2018-2022 (USD MILLION) 121

TABLE 30 ROADWAYS: ITS MARKET FOR OTHER HARDWARE OFFERINGS, BY TYPE, 2023-2028 (USD MILLION) 121

7.3 SOFTWARE 121

FIGURE 45 ITS MARKET: SOFTWARE OFFERINGS 122

TABLE 31 ROADWAYS: ITS MARKET FOR SOFTWARE OFFERINGS, BY TYPE, 2018-2022 (USD MILLION) 122

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TABLE 32 ROADWAYS: ITS MARKET FOR SOFTWARE OFFERINGS, BY TYPE, 2023-2028 (USD MILLION) 122

7.3.1 VISUALIZATION SOFTWARE 123

7.3.1.1 Widely used in managing traffic control systems 123

7.3.2 VIDEO DETECTION MANAGEMENT SOFTWARE 123

7.3.2.1 Graphical user interface for real-time recording and monitoring of events 123

7.3.3 TRANSIT MANAGEMENT SOFTWARE 123

7.3.3.1 To record highest CAGR during forecast period 123

7.3.4 OTHERS 123

7.4 SERVICES 124

FIGURE 46 ITS MARKET: SERVICE OFFERINGS 124

TABLE 33 ROADWAYS: ITS MARKET FOR SERVICE OFFERINGS, BY TYPE, 2018-2022 (USD MILLION) 124

TABLE 34 ROADWAYS: ITS MARKET FOR SERVICE OFFERINGS, BY TYPE, 2023-2028 (USD MILLION) 124

7.4.1 BUSINESS & CLOUD SERVICE 125

7.4.1.1 Holds larger market share than support and maintenance service 125

7.4.2 SUPPORT & MAINTENANCE SERVICE 125

7.4.2.1 Required for both hardware devices and software 125

8 ITS MARKET FOR ROADWAYS, BY SYSTEM 126

8.1 INTRODUCTION 127

FIGURE 47 ITS MARKET FOR ROADWAYS: BY SYSTEM 127

TABLE 35 ITS MARKET FOR ROADWAYS, BY SYSTEM, 2018-2022 (USD MILLION) 127

FIGURE 48 ADVANCED TRAFFIC MANAGEMENT SYSTEM TO HOLD LARGEST SHARE OF ITS MARKET FOR ROADWAYS DURING FORECAST PERIOD 128

TABLE 36 ITS MARKET FOR ROADWAYS, BY SYSTEM, 2023-2028 (USD MILLION) 128

8.2 ADVANCED TRAFFIC MANAGEMENT SYSTEM (ATMS) 129

8.2.1 HOLDS LARGEST SHARE IN ITS MARKET 129

TABLE 37 ROADWAYS: ITS MARKET FOR ADVANCED TRAFFIC MANAGEMENT SYSTEM, BY APPLICATION, 2018-2022 (USD MILLION) 129

TABLE 38 ROADWAYS: ITS MARKET FOR ADVANCED TRAFFIC MANAGEMENT SYSTEM, BY APPLICATION, 2023-2028 (USD MILLION) 130

TABLE 39 ROADWAYS: ITS MARKET FOR ADVANCED TRAFFIC MANAGEMENT SYSTEM, BY REGION, 2018-2022 (USD MILLION) 130

TABLE 40 ROADWAYS: ITS MARKET FOR ADVANCED TRAFFIC MANAGEMENT SYSTEM, BY REGION, 2023-2028 (USD MILLION) 130

8.3 ADVANCED TRAVELER INFORMATION SYSTEM (ATIS) 131

8.3.1 VEHICLE-TO-VEHICLE (V2V), VEHICLE-TO-INFRASTRUCTURE (V2I), VEHICLE-TO-EVERYTHING (V2X) COMMUNICATION 131

8.3.1.1 Vital for connected vehicles 131

TABLE 41 ROADWAYS: ITS MARKET FOR ADVANCED TRAVELER INFORMATION SYSTEM, BY APPLICATION, 2018-2022 (USD MILLION) 131

TABLE 42 ROADWAYS: ITS MARKET FOR ADVANCED TRAVELER INFORMATION SYSTEM, BY APPLICATION, 2023-2028 (USD MILLION) 132

TABLE 43 ROADWAYS: ITS MARKET FOR ADVANCED TRAVELER INFORMATION SYSTEM, BY REGION, 2018-2022 (USD MILLION) 132

FIGURE 49 NORTH AMERICA TO HOLD LARGEST SHARE OF ITS MARKET FOR ADVANCED TRAVELER INFORMATION SYSTEMS BETWEEN 2023 AND 2028 132

TABLE 44 ROADWAYS: ITS MARKET FOR ADVANCED TRAVELER INFORMATION SYSTEM, BY REGION, 2023-2028 (USD MILLION) 133

8.4 ITS-ENABLED TRANSPORTATION PRICING SYSTEM (ITPS) 133

8.4.1 TO WITNESS SIGNIFICANT GROWTH DURING FORECAST PERIOD 133

TABLE 45 ROADWAYS: ITS MARKET FOR ITS-ENABLED TRANSPORTATION PRICING SYSTEM, BY APPLICATION, 2018-2022 (USD MILLION) 133

TABLE 46 ROADWAYS: ITS MARKET FOR ITS-ENABLED TRANSPORTATION PRICING SYSTEM, BY APPLICATION, 2023-2028 (USD

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MILLION) 134

TABLE 47 ROADWAYS: ITS MARKET FOR ITS-ENABLED TRANSPORTATION PRICING SYSTEM, BY REGION, 2018-2022 (USD MILLION) 134

TABLE 48 ROADWAYS: ITS MARKET FOR ITS-ENABLED TRANSPORTATION PRICING SYSTEM, BY REGION, 2023-2028 (USD MILLION) 134

8.5 ADVANCED PUBLIC TRANSPORTATION SYSTEM (APTS) 135

8.5.1 ALLOWS PASSENGERS TO ACCESS REAL-TIME INFORMATION ON ARRIVAL AND DEPARTURE OF BUSES 135

TABLE 49 ROADWAYS: ITS MARKET FOR ADVANCED PUBLIC TRANSPORTATION SYSTEM, BY APPLICATION, 2018-2022 (USD MILLION) 135

TABLE 50 ROADWAYS: ITS MARKET FOR ADVANCED PUBLIC TRANSPORTATION SYSTEM, BY APPLICATION, 2023-2028 (USD MILLION) 135

TABLE 51 ROADWAYS: ITS MARKET FOR ADVANCED PUBLIC TRANSPORTATION SYSTEM, BY REGION, 2018-2022 (USD MILLION) 136

TABLE 52 ROADWAYS: ITS MARKET FOR ADVANCED PUBLIC TRANSPORTATION SYSTEM, BY REGION, 2023-2028 (USD MILLION) 136

8.6 COMMERCIAL VEHICLE OPERATIONS (CVO) SYSTEM 136

8.6.1 TO RECORD HIGHEST CAGR DURING FORECAST PERIOD 136

TABLE 53 ROADWAYS: ITS MARKET FOR COMMERCIAL VEHICLE OPERATIONS SYSTEM, BY APPLICATION, 2018-2022 (USD MILLION) 136

TABLE 54 ROADWAYS: ITS MARKET FOR COMMERCIAL VEHICLE OPERATIONS SYSTEM, BY APPLICATION, 2023-2028 (USD MILLION) 137

TABLE 55 ROADWAYS: ITS MARKET FOR COMMERCIAL VEHICLE OPERATIONS SYSTEM, BY REGION, 2018-2022 (USD MILLION) 137

TABLE 56 ROADWAYS: ITS MARKET FOR COMMERCIAL VEHICLE OPERATIONS SYSTEM, BY REGION, 2023-2028 (USD MILLION) 137

9 ITS MARKET FOR ROADWAYS, BY APPLICATION 138

9.1 INTRODUCTION 139

FIGURE 50 ITS MARKET FOR ROADWAYS: BY APPLICATION 139

TABLE 57 ITS MARKET FOR ROADWAYS, BY APPLICATION, 2018-2022 (USD MILLION) 140

FIGURE 51 INTELLIGENT TRAFFIC CONTROL APPLICATION TO HOLD LARGEST SHARE OF ITS MARKET FOR ROADWAYS IN 2022 140

TABLE 58 ITS MARKET FOR ROADWAYS, BY APPLICATION, 2023-2028 (USD MILLION) 141

9.2 FLEET MANAGEMENT AND ASSET MONITORING 141

9.2.1 MINIMIZES RISKS ASSOCIATED WITH VEHICLE INVESTMENT 141

TABLE 59 ROADWAYS: ITS MARKET FOR FLEET MANAGEMENT AND ASSET MONITORING APPLICATION, BY SYSTEM, 2018-2022 (USD MILLION) 142

TABLE 60 ROADWAYS: ITS MARKET FOR FLEET MANAGEMENT AND ASSET MONITORING APPLICATION, BY SYSTEM, 2023-2028 (USD MILLION) 142

TABLE 61 ROADWAYS: ITS MARKET FOR FLEET MANAGEMENT AND ASSET MONITORING APPLICATION, BY REGION, 2018-2022 (USD MILLION) 142

TABLE 62 ROADWAYS: ITS MARKET FOR FLEET MANAGEMENT AND ASSET MONITORING APPLICATION, BY REGION, 2023-2028 (USD MILLION) 142

9.3 INTELLIGENT TRAFFIC CONTROL 143

FIGURE 52 ROADWAYS: ITS MARKET FOR INTELLIGENT TRAFFIC CONTROL, BY SUB-TYPE 143

TABLE 63 ROADWAYS: ITS MARKET FOR INTELLIGENT TRAFFIC CONTROL APPLICATION, BY SUB-TYPE, 2018-2022 (USD MILLION) 143

TABLE 64 ROADWAYS: ITS MARKET FOR INTELLIGENT TRAFFIC CONTROL APPLICATION, BY SUB-TYPE, 2023-2028 (USD MILLION) 144

9.3.1 TRAFFIC MONITORING SYSTEM 144

9.3.1.1 Helps monitor real-time traffic conditions 144

9.3.2 TRAFFIC SIGNAL CONTROL SYSTEM 144

9.3.2.1 Effective way to address traffic congestion issues in urban areas 144

9.3.3 TRAFFIC ENFORCEMENT CAMERA 145

9.3.3.1 Helps detect traffic violations and security threats 145

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9.3.4 VARIABLE TRAFFIC MESSAGE SIGNBOARD 145

9.3.4.1 Provides critical information about road and traffic conditions 145

TABLE 65 INTELLIGENT TRAFFIC CONTROL MARKET FOR ROADWAYS, BY SYSTEM, 2018-2022 (USD MILLION) 145

TABLE 66 INTELLIGENT TRAFFIC CONTROL MARKET FOR ROADWAYS, BY SYSTEM, 2023-2028 (USD MILLION) 145

TABLE 67 ROADWAYS: ITS MARKET FOR INTELLIGENT TRAFFIC CONTROL APPLICATION, BY REGION, 2018-2022 (USD MILLION) 145

TABLE 68 ROADWAYS: ITS MARKET FOR INTELLIGENT TRAFFIC CONTROL APPLICATION, BY REGION, 2023-2028 (USD MILLION) 146

9.4 COLLISION AVOIDANCE 146

9.4.1 OFFERS ELECTRONIC STABILITY CONTROL TECHNOLOGY TO AVOID SINGLE-VEHICLE OR ROLL-OVER CRASHES 146

TABLE 69 COLLISION AVOIDANCE MARKET FOR ROADWAYS, BY SYSTEM, 2018-2022 (USD MILLION) 146

TABLE 70 COLLISION AVOIDANCE MARKET FOR ROADWAYS, BY SYSTEM, 2023-2028 (USD MILLION) 146

TABLE 71 ROADWAYS: ITS MARKET FOR COLLISION AVOIDANCE APPLICATION, BY REGION, 2018-2022 (USD MILLION) 147

FIGURE 53 ASIA PACIFIC TO RECORD HIGHEST CAGR IN ITS MARKET FOR COLLISION AVOIDANCE APPLICATION BETWEEN 2023 AND 2028 147

TABLE 72 ROADWAYS: ITS MARKET FOR COLLISION AVOIDANCE APPLICATION, BY REGION, 2023-2028 (USD MILLION) 147

9.5 PARKING MANAGEMENT 148

9.5.1 FOR EFFICIENT MONITORING OF PARKING FACILITIES 148

TABLE 73 ROADWAYS: ITS MARKET FOR PARKING MANAGEMENT APPLICATION, BY SYSTEM, 2018-2022 (USD MILLION) 148

TABLE 74 ROADWAYS: ITS MARKET FOR PARKING MANAGEMENT APPLICATION, BY SYSTEM, 2023-2028 (USD MILLION) 148

TABLE 75 ROADWAYS: ITS MARKET FOR PARKING MANAGEMENT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 149

TABLE 76 ROADWAYS: ITS MARKET FOR PARKING MANAGEMENT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 149

9.6 PASSENGER INFORMATION MANAGEMENT 149

9.6.1 PROVIDES REAL-TIME DATA ON PASSENGERS BOARDING AND LEAVING AT EVERY STOP 149

TABLE 77 ROADWAYS: ITS MARKET FOR PASSENGER INFORMATION MANAGEMENT APPLICATION, BY SYSTEM, 2018-2022 (USD MILLION) 150

TABLE 78 ROADWAYS: ITS MARKET FOR PASSENGER INFORMATION MANAGEMENT APPLICATION, BY SYSTEM, 2023-2028 (USD MILLION) 150

TABLE 79 ROADWAYS: ITS MARKET FOR PASSENGER INFORMATION MANAGEMENT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 150

TABLE 80 ROADWAYS: ITS MARKET FOR PASSENGER INFORMATION MANAGEMENT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 150

9.7 TICKETING MANAGEMENT 151

9.7.1 HELPS TRANSPORTATION HUBS OPTIMIZE THEIR STAFFING ALLOCATION WHEN TICKET VOLUMES ARE HIGH 151

TABLE 81 ROADWAYS: ITS MARKET FOR TICKETING MANAGEMENT APPLICATION, BY SYSTEM, 2018-2022 (USD MILLION) 151

TABLE 82 ROADWAYS: ITS MARKET FOR TICKETING MANAGEMENT APPLICATION, BY SYSTEM, 2023-2028 (USD MILLION) 152

TABLE 83 ROADWAYS: ITS MARKET FOR TICKETING MANAGEMENT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 152

FIGURE 54 NORTH AMERICA TO HOLD LARGEST SHARE OF ITS MARKET FOR TICKETING APPLICATION IN 2023 152

TABLE 84 ROADWAYS: ITS MARKET FOR TICKETING MANAGEMENT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 153

9.8 EMERGENCY VEHICLE NOTIFICATION 153

9.8.1 NOTIFIES TRAFFIC ABOUT ARRIVAL OF EMERGENCY VEHICLES 153

TABLE 85 ROADWAYS: ITS MARKET FOR EMERGENCY VEHICLE NOTIFICATION APPLICATION, BY SYSTEM, 2018-2022 (USD MILLION) 153

TABLE 86 ROADWAYS: ITS MARKET FOR EMERGENCY VEHICLE NOTIFICATION APPLICATION, BY SYSTEM, 2023-2028 (USD MILLION) 154

TABLE 87 ROADWAYS: ITS MARKET FOR EMERGENCY VEHICLE NOTIFICATION APPLICATION, BY REGION, 2018-2022 (USD MILLION) 154

TABLE 88 ROADWAYS: ITS MARKET FOR EMERGENCY VEHICLE NOTIFICATION APPLICATION, BY REGION, 2023-2028 (USD MILLION) 154

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9.9 AUTOMOTIVE TELEMATICS 154

9.9.1 TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD 154

TABLE 89 ROADWAYS: ITS MARKET FOR AUTOMOTIVE TELEMATICS APPLICATION, BY SYSTEM, 2018-2022 (USD MILLION) 155

TABLE 90 ROADWAYS: ITS MARKET FOR AUTOMOTIVE TELEMATICS APPLICATION, BY SYSTEM, 2023-2028 (USD MILLION) 155

TABLE 91 ROADWAYS: ITS MARKET FOR AUTOMOTIVE TELEMATICS APPLICATION, BY REGION, 2018-2022 (USD MILLION) 155

TABLE 92 ROADWAYS: ITS MARKET FOR AUTOMOTIVE TELEMATICS APPLICATION, BY REGION, 2023-2028 (USD MILLION) 156

10 ITS MARKET FOR RAILWAYS, BY APPLICATION 157

10.1 INTRODUCTION 158

FIGURE 55 ITS MARKET FOR RAILWAYS, BY APPLICATION 158

TABLE 93 ITS MARKET FOR RAILWAYS, BY APPLICATION, 2018-2022 (USD MILLION) 159

FIGURE 56 SMART TICKETING APPLICATION IN ITS MARKET FOR RAILWAYS TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD 159

TABLE 94 ITS MARKET FOR RAILWAYS, BY APPLICATION, 2023-2028 (USD MILLION) 160

10.2 RAIL-RUNNING OPERATION & COLLISION AVOIDANCE 160

10.2.1 TO CAPTURE LARGEST SHARE OF ITS MARKET FOR RAILWAYS 160

TABLE 95 RAILWAYS: ITS MARKET FOR RAIL-RUNNING OPERATION & COLLISION AVOIDANCE APPLICATION, BY REGION, 2018-2022 (USD MILLION) 161

TABLE 96 RAILWAYS: ITS MARKET FOR RAIL-RUNNING OPERATION & COLLISION AVOIDANCE APPLICATION, BY REGION, 2023-2028 (USD MILLION) 161

10.3 PASSENGER INFORMATION MANAGEMENT 161

10.3.1 PROVIDES PRE-TRIP AND REAL-TIME INFORMATION TO PASSENGERS 161

TABLE 97 RAILWAYS: ITS MARKET FOR PASSENGER INFORMATION MANAGEMENT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 162

TABLE 98 RAILWAYS: ITS MARKET FOR PASSENGER INFORMATION MANAGEMENT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 162

10.4 SMART TICKETING 162

10.4.1 TO EXHIBIT HIGHEST CAGR IN ITS MARKET FOR RAILWAYS 162

TABLE 99 RAILWAYS: ITS MARKET FOR SMART TICKETING APPLICATION, BY REGION, 2018-2022 (USD MILLION) 163

FIGURE 57 SMART TICKETING APPLICATION TO RECORD HIGHEST CAGR IN ASIA PACIFIC ITS MARKET FOR RAILWAYS BETWEEN 2023 AND 2028 163

TABLE 100 RAILWAYS: ITS MARKET FOR SMART TICKETING APPLICATION, BY REGION, 2023-2028 (USD MILLION) 163

10.5 SECURITY & SURVEILLANCE 164

10.5.1 VULNERABILITY TO SECURITY THREATS FACILITATES USE OF SECURITY AND SURVEILLANCE SYSTEMS AT RAILWAY STATIONS 164

TABLE 101 RAILWAYS: ITS MARKET FOR SECURITY & SURVEILLANCE APPLICATION, BY REGION, 2018-2022 (USD MILLION) 164

TABLE 102 RAILWAYS: ITS MARKET FOR SECURITY & SURVEILLANCE APPLICATION, BY REGION, 2023-2028 (USD MILLION) 165

10.6 EMERGENCY NOTIFICATION 165

10.6.1 REDUCES PROBABILITY OF RAILWAY ACCIDENTS 165

TABLE 103 RAILWAYS: ITS MARKET FOR EMERGENCY NOTIFICATION APPLICATION, BY REGION, 2018-2022 (USD MILLION) 165

TABLE 104 RAILWAYS: ITS MARKET FOR EMERGENCY NOTIFICATION APPLICATION, BY REGION, 2023-2028 (USD MILLION) 165

10.7 OTHERS 166

TABLE 105 RAILWAYS: ITS MARKET FOR OTHER APPLICATIONS, BY REGION, 2018-2022 (USD MILLION) 166

TABLE 106 RAILWAYS: ITS MARKET FOR OTHER APPLICATIONS, BY REGION, 2023-2028 (USD MILLION) 166

11 ITS MARKET FOR AVIATION, BY APPLICATION 167

11.1 INTRODUCTION 168

FIGURE 58 ITS MARKET FOR AVIATION: BY APPLICATION 168

TABLE 107 ITS MARKET FOR AVIATION, BY APPLICATION, 2018-2022 (USD MILLION) 169

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FIGURE 59 SMART TICKETING APPLICATION TO RECORD HIGHEST CAGR IN ITS MARKET FOR AVIATION DURING FORECAST PERIOD 169

TABLE 108 ITS MARKET FOR AVIATION, BY APPLICATION, 2023-2028 (USD MILLION) 170

11.2 SECURITY & SURVEILLANCE 170

11.2.1 HELPS AVOID UNETHICAL AND UNLAWFUL ACTIVITIES 170

TABLE 109 AVIATION: ITS MARKET FOR SECURITY & SURVEILLANCE APPLICATION, BY REGION, 2018-2022 (USD MILLION) 171

TABLE 110 AVIATION: ITS MARKET FOR SECURITY & SURVEILLANCE APPLICATION, BY REGION, 2023-2028 (USD MILLION) 171

11.3 SHUTTLE BUS TRACKING 171

11.3.1 DEPLOYED TO OFFER REAL-TIME BUS INFORMATION AND CONTROL RUN TIME AND HEADWAY DELAY 171

TABLE 111 AVIATION: ITS MARKET FOR SHUTTLE BUS TRACKING APPLICATION, BY REGION, 2018-2022 (USD MILLION) 171

TABLE 112 AVIATION: ITS MARKET FOR SHUTTLE BUS TRACKING APPLICATION, BY REGION, 2023-2028 (USD MILLION) 172

11.4 TRAVELER INFORMATION MANAGEMENT 172

11.4.1 DEPLOYED TO DISPLAY TRANSPORTATION SERVICES AND PROVIDE INFORMATION ON TRAFFIC CONDITIONS AND FLIGHT STATUS 172

TABLE 113 AVIATION: ITS MARKET FOR TRAVELER INFORMATION MANAGEMENT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 172

TABLE 114 AVIATION: ITS MARKET FOR TRAVELER INFORMATION MANAGEMENT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 173

11.5 SMART TICKETING 173

11.5.1 TO EXHIBIT HIGHEST CAGR IN ITS MARKET 173

TABLE 115 AVIATION: ITS MARKET FOR SMART TICKETING APPLICATION, BY REGION, 2018-2022 (USD MILLION) 173

FIGURE 60 ASIA PACIFIC TO RECORD HIGHEST CAGR IN ITS MARKET FOR AVIATION BETWEEN 2023 AND 2028 174

TABLE 116 AVIATION: ITS MARKET FOR SMART TICKETING APPLICATION, BY REGION, 2023-2028 (USD MILLION) 174

11.6 AIRCRAFT MANAGEMENT 175

11.6.1 HOLDS LARGEST SHARE OF ITS MARKET 175

TABLE 117 AVIATION: ITS MARKET FOR AIRCRAFT MANAGEMENT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 175

TABLE 118 AVIATION: ITS MARKET FOR AIRCRAFT MANAGEMENT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 175

11.7 EMERGENCY NOTIFICATION 176

11.7.1 HELPS AIRPORT AUTHORITIES IDENTIFY AND RESPOND QUICKLY TO EMERGENCY SITUATIONS 176

TABLE 119 AVIATION: ITS MARKET FOR EMERGENCY NOTIFICATION APPLICATION, BY REGION, 2018-2022 (USD MILLION) 176

TABLE 120 AVIATION: ITS MARKET FOR EMERGENCY NOTIFICATION APPLICATION, BY REGION, 2023-2028 (USD MILLION) 176

11.8 OTHERS 176

TABLE 121 AVIATION: ITS MARKET FOR OTHER APPLICATIONS, BY REGION, 2018-2022 (USD MILLION) 177

FIGURE 61 NORTH AMERICA TO HOLD LARGEST SHARE OF ITS MARKET FOR OTHER APPLICATIONS 177

TABLE 122 AVIATION: ITS MARKET FOR OTHER APPLICATIONS, BY REGION, 2023-2028 (USD MILLION) 177

12 ITS MARKET IN MARITIME, BY APPLICATION 179

12.1 INTRODUCTION 180

FIGURE 62 ITS MARKET FOR MARITIME: BY APPLICATION 180

TABLE 123 ITS MARKET FOR MARITIME, BY APPLICATION, 2018-2022 (USD MILLION) 180

FIGURE 63 FREIGHT ARRIVAL & TRANSIT APPLICATION TO HOLD LARGEST SHARE OF ITS MARKET FOR MARITIME DURING FORECAST PERIOD 181

TABLE 124 ITS MARKET FOR MARITIME, BY APPLICATION, 2023-2028 (USD MILLION) 181

12.2 FREIGHT ARRIVAL & TRANSIT 182

12.2.1 TO HOLD LARGEST SHARE OF ITS MARKET 182

TABLE 125 MARITIME: ITS MARKET FOR FREIGHT ARRIVAL & TRANSIT APPLICATION, BY REGION, 2018-2022 (USD MILLION) 182

TABLE 126 MARITIME: ITS MARKET FOR FREIGHT ARRIVAL & TRANSIT APPLICATION, BY REGION, 2023-2028 (USD MILLION) 182

12.3 REAL-TIME WEATHER INFORMATION TRACKING 183

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12.3.1 □HOLDS MINOR SHARE OF ITS MARKET □183

TABLE 127 □MARITIME: ITS MARKET FOR REAL-TIME WEATHER INFORMATION TRACKING APPLICATION, BY REGION, 2018-2022 (USD MILLION) □183

TABLE 128 □MARITIME: ITS MARKET FOR REAL-TIME WEATHER INFORMATION TRACKING APPLICATION, BY REGION, 2023-2028 (USD MILLION) □183

12.4 □CONTAINER MOVEMENT SCHEDULING □183

12.4.1 □TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD □183

TABLE 129 □MARITIME: ITS MARKET FOR CONTAINER MOVEMENT SCHEDULING APPLICATION, BY REGION, 2018-2022 (USD MILLION) □184

TABLE 130 □MARITIME: ITS MARKET FOR CONTAINER MOVEMENT SCHEDULING APPLICATION, BY REGION, 2023-2028 (USD MILLION) □184

12.5 □EMERGENCY NOTIFICATION □184

12.5.1 □PLAYS VITAL ROLE IN MONITORING AND REDUCING CHANCES OF MARINE ACCIDENTS □184

TABLE 131 □MARITIME: ITS MARKET FOR EMERGENCY NOTIFICATION APPLICATION, BY REGION, 2018-2022 (USD MILLION) □185

TABLE 132 □MARITIME: ITS MARKET FOR EMERGENCY NOTIFICATION APPLICATION, BY REGION, 2023-2028 (USD MILLION) □185

12.6 □OTHERS □185

TABLE 133 □MARITIME: ITS MARKET FOR OTHER APPLICATIONS, BY REGION, 2018-2022 (USD MILLION) □185

TABLE 134 □MARITIME: ITS MARKET FOR OTHER APPLICATIONS, BY REGION, 2023-2028 (USD MILLION) □186

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