Brazil Automatic Number Plate Recognition Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)

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Report description:

The Brazil automatic number plate recognition market size reached around USD 75.40 Million in 2024. The market is projected to grow at a CAGR of 11.20% between 2025 and 2034 to reach nearly USD 217.98 Million by 2034. The market growth can be attributed to the implementation of stringent government regulations on road safety and parking management to reduce the increasing number of car thefts.

Brazil Automatic Number Plate Recognition Market Summary

Description

Value

Base Year

USD Million

2024

Historical period

USD Million

2018-2024

Forecast Period

USD Million

2025-2034

Market Size 2024

USD Million

75.40

Market Size 2034

USD Million

217.98

CAGR 2018-2024

Percentage

XX%

CAGR 2025-2034

Percentage

11.20%

CAGR 2025-2034 - Market by Region

Sao Paulo

14.5%

CAGR 2025-2034 - Market by Application

Security and Surveillance

12.7%

CAGR 2025-2034 - Market by Type

APNR Camera

12.8%

Market Share by Region 2024

Rio de Janeiro

XX%

Brazil Automatic Number Plate Recognition Market Growth

As per Brazil's National Traffic Department, nearly 90 million vehicles are in operation across the country. Around 2.7 million vehicles are recorded in sales each year. This is creating a favourable Brazil automatic number plate recognition market outlook.

The state police of Espirito Santo in Brazil have installed ANPR cameras on top of their patrolling vehicles to detect cars with criminal restrictions and identify any inconsistencies in the documentation and licensing of on-road vehicles. According to the Brazilian government, incidents of car theft recorded an increase of nearly 30,000 from 2020 in Sao Paulo, reaching 94,258 in 2023. Sao Paulo is the worst affected region by car thefts, with budget-friendly and popular cars becoming increasingly vulnerable to the risk of theft and part damage.

Olav's system of license plates was replaced by the Mercosur system in Brazil in 2018. This system uses different colours of fonts to indicate different uses of cars, including black for private vehicles, gold for diplomatic vehicles, red for commercial vehicles, and silver for collector's editions, among others. However, a major portion of the population still has license plates belonging to the earlier system, which necessitates the installation of ANPR systems across various highways, parking lots, and toll-collecting booths in the country to improve vehicle safety and security.

Key Trends and Developments

Rising crime rates; the expansion of smart city projects; technological advancements; and the growth of the transportation industry are the major factors driving the Brazil automatic number plate recognition market growth.

December 2024

TagMaster, a renowned supplier of advanced sensor systems and data solutions for Smart Cities within Rail and Traffic, acquired 92.5 % of the total shares of Quercus Technologies (headquartered in Spain). This is expected to strengthen its existing range of offerings for parking management while increasing its B2B sales.

November 2024

Grupo Tracker, a national vehicle tracking leader, reported an 85.9% year-on-year growth in pickup truck thefts in Q3 of FY 2024-25. Based on industry reports, diesel engine models, including Toyota Hilux, Fiat Toro, Mitsubishi L200, and Chevrolet S10, are most vulnerable to criminals and witnessed a 63.4% increase in the number of thefts. This is expected to drive the Brazil automatic number plate recognition market expansion due to increased demand for ensuring vehicle safety on roads.

February 2024

iRAP collaborated with eleven public and private entities to launch Brazil's Road Safety Pact to promote road safety and lower crashes on the Brazilian road network. The Pact aims to boost awareness among drivers, pedestrians, and other road users about the importance of responsible traffic practices and choices to reduce road fatalities and serious injuries.

October 2022

INDIGO Group, an international leader in mobility and parking, expanded its core business activities in Brazil by completing the acquisition of PareBem, a leading provider of parking services. This is expected to increase its market presence in Sao Paulo, Rio de Janeiro, Porto Alegre, Fortaleza and Curitiba. This, in turn, is expected to propel the market development by increasing the adoption of smart ANPR cameras across on-street and off-street parking lots.

Increasing crime rates

With increasing vehicle-related crimes such as theft, smuggling, and unauthorised access, the demand for ANPR systems in Brazil is growing. These systems help law enforcement agencies track stolen vehicles and monitor suspicious activities, improving public safety. Enhanced security in public and private spaces is a key factor surging the Brazil automatic number plate recognition market value.

Expansion of smart city projects

Brazil is expanding its smart city projects, integrating advanced technologies to improve urban infrastructure. ANPR systems are a crucial part of these projects, used for smart parking, traffic control, and automated toll collection. As cities aim to become more efficient and sustainable, the demand for ANPR solutions continues to rise, supporting the Brazil automatic number plate recognition market expansion.

Technological advancements in ANPR systems

Technological improvements, such as better image processing, AI integration, and cloud-based solutions, are enhancing the performance of ANPR systems in Brazil. These advancements make systems more accurate and cost-effective, encouraging their adoption across various sectors, including law enforcement, transportation, and private enterprises, thereby boosting market growth.

Growth of the transportation industry

Brazil's expanding automotive and transportation sectors are driving the need for efficient vehicle monitoring systems. ANPR technology is increasingly being used for fleet management, toll collection, and traffic law enforcement. As the number of vehicles on the road grows, the demand for reliable and automated vehicle identification systems rises, contributing significantly to the ANPR market's growth in Brazil.

Brazil Automatic Number Plate Recognition Market Trends

Rapid urbanisation in the country

Over 210 million people reside in Brazil, and nearly 84% of them are concentrated along its 5,570+ cities. The rapid urbanisation and densification of cities have amplified various problems, including public safety and urban mobility. Based on industry reports, the costs of urban mobility in Brazil exceed BRL 483.3 billion annually. However, the increasing cases of car thefts and traffic accidents have led to an increased demand for ANPRs, thereby driving the Brazil automatic number plate recognition market growth.

Increasing road safety issues

The mortality rate per 100,000 car drivers in Brazil is around 15.7, resulting in a per capita loss of USD 7794.9 to the economy. This is significantly higher than other countries like Venezuela (13.2), Peru (12.7), Mexico (12), and Argentina (8.8). This alarming trend has prompted the Brazilian government to strengthen its regulations on road safety and traffic management, thereby shaping Brazil automatic number plate recognition market dynamics favourably.

Brazil Automatic Number Plate Recognition Industry Segmentation

The EMR's report titled "Brazil Automatic Number Plate Recognition Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Breakup by Type

- Fixed ANPR Systems
- Portable ANPR Systems

Breakup by Component

- Hardware
??- APNR Camera
??- APNR Software
??- Frame Grabbers
??- Triggers

- Software
- Services

Breakup by Application

- Security and Surveillance
- Toll Management
- Parking Management
- Traffic Management
- Others

Breakup by Region

- Sao Paulo
- Minas Gerais
- Rio de Janeiro
- Bahia
- Rio Grande do Sul

Brazil Automatic Number Plate Recognition Market Share

Based on region, the market is segmented into Sao Paulo, Minas Gerais, Rio de Janeiro, Bahia, and Rio Grande do Sul. Over the forecast period of 2025-2034, the market for ANPR systems in Sao Paulo and Minas Gerais is expected to grow at a CAGR of 14.5%

and 12.5%, respectively. As per the Brazil automatic number plate recognition market analysis, this can be attributed to rising security concerns among consumers and establishment of modern parking spaces across the region.

Based on application, the market is segmented into security and surveillance, toll management, parking management, and traffic management, among others. Over the forecast period of 2025-2034, the applications of ANPR systems for security and surveillance and toll management are expected to grow at a CAGR of 12.7% and 12.0%, respectively, driven by the strengthening of government regulations for theft and crime prevention.

CAGR 2025-2034 - Market by

Application

Security and Surveillance

12.7%

Toll Management

12.0%

Parking Management

XX%

Traffic Management

XX%

Others

XX%

Leading Companies in the Brazil Automatic Number Plate Recognition Market

As per the Brazil automatic number plate recognition market analysis, major market players are focusing on technological advancements, such as integrating AI for better accuracy and real-time data processing. Companies are also forming partnerships with government agencies for large-scale traffic management projects. Additionally, they are expanding into the private sector, offering customised solutions for parking management and security to drive market growth.

Kapsch TrafficCom AG

Kapsch TrafficCom AG was founded in 1892 and is headquartered in Vienna, Austria. It is an internationally renowned company providing solutions for sustainable mobility in over 50 countries worldwide.

Siemens AG

Siemens AG was founded in 1847 and is headquartered in Germany. It is a leading provider of technological solutions for

automation, digitalisation, and smart infrastructure.

Genetec Inc.

Genetec Inc. was founded in 1997 and is headquartered in Quebec City, Canada. It develops open-platform hardware, software, and cloud-based services for public safety and physical security.

Jenoptik AG

Jenoptik AG was founded in 1991 and is headquartered in Jena, Thuringen. It is a prominent German manufacturer of advanced solutions for road traffic safety, ANPR/ALPR, digital imaging, and life sciences, among other industries.

Other players included in the Brazil automatic number plate recognition market report are Leonardo S.p.A., and among others.

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