

## **Intelligent Transport Systems - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-07-01 | 100 pages | Mordor Intelligence

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### **Report description:**

Intelligent Transport Systems Market Analysis

The Intelligent transportation systems market stood at USD 50.26 billion in 2025 and is projected to advance to USD 77.83 billion by 2030, reflecting a brisk 9.40% CAGR. Expanding urban populations, mounting congestion costs, and stepped-up climate targets are pushing cities to digitize traffic operations and embrace data-driven mobility orchestration. 5G roll-outs, low-cost sensors, and edge AI allow intersection controllers, roadside units, and fleet platforms to act on sub-second conditions instead of fixed schedules. This shift is redefining business models across hardware, software, and services as agencies pivot from capital-intensive, siloed assets to cloud-enabled, subscription-based platforms. Suppliers that can bundle adaptive analytics with lifecycle support and cyber-secure connectivity are positioned to capture the fastest-growing opportunities

Global Intelligent Transport Systems Market Trends and Insights

Government Smart-City and ITS Funding

Public funding programs accelerate deployments by de-risking early capital outlays and standardizing best practices. The Federal Highway Administration dedicated USD 800 million in the United States for the FY 2025 ITS Program to scale safer and more efficient operations. Parallel SMART Grants allocate USD 100 million annually through 2026 to pilot data-enabled community mobility. Similar schemes in the EU's Horizon framework and Japan's SIP initiative unify test beds, cybersecurity baselines, and open-data policies, shortening procurement cycles. Coordinated funding unlocks compounding benefits because intersections, bus

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fleets, parking assets, and emergency corridors start sharing data under common architectures. This pattern lifts adoption curves beyond what any single program could achieve.

#### AI Edge-Processing for Adaptive Control

Edge AI pushes inference directly into roadside units and on-board computers, slashing latency below 50 ms for safety-critical maneuvers. The Federal Transit Administration earmarked USD 40 million for cutting-edge public-transport R&D, including low-latency intersection coordination. Self-learning controllers predict queue lengths and adjust phases to prevent blockages before they form, while connected buses exchange priority requests in real time. Edge frameworks also improve resilience: local nodes keep intersections operational if the central cloud link fails. Over time, these distributed architectures will underpin vehicle platooning, cooperative perception, and mixed-mobility orchestration, marking a major inflection point for the intelligent transportation systems market

#### High Capex & O&M Costs

Intersection kits, communication backbones, and command-center upgrades demand multi-year budgeting that many municipalities struggle to assemble. Real-time adaptive systems carry life-cycle costs that extend far beyond installation, covering firmware updates, calibration, and spare parts. Procurement delays compound the burden: a 2023 GAO investigation found agencies often accept outdated hardware because tender cycles outlast technology refresh cadences. Public-private partnerships and performance-based contracts are emerging countermeasures, but stakeholders still weigh paybacks against debt ceilings, especially where competing social-infrastructure priorities exist.

Other drivers and restraints analyzed in the detailed report include:

Urban Congestion Mitigation Demand / Falling IoT and Sensor Costs / Data Privacy and Cyber-Risk Exposure /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Mature Advanced Traffic Management Systems currently underpin the intelligent transportation systems market size, holding roughly 32.21% of global revenue in 2024. Integrated CCTV, loop detectors, and dynamic message signs enable agencies to smooth traffic flow, lower crash rates, and coordinate incident response. Growth is steady rather than spectacular because many metropolitan areas already operate first-generation platforms, yet upgrades around AI prediction and 5G backhaul sustain a solid pipeline.

Advanced Public Transportation Systems now record the fastest climb - 15.34% CAGR-driven by electrified bus fleets, account-based ticketing, and real-time passenger information. Karsan's quiet, sensor-laden e-buses illustrate how OEM innovation converges with cloud dispatch to elevate rider experience while slashing emissions. Across Europe and select North American corridors, integrated head-end platforms feed schedule adherence, occupancy, and energy-use data into multimodal hubs, heralding the shift from car-centric congestion control toward rider-centric network orchestration.

Sensing and communications hardware still accounts for 40.19% of spending, reflecting the capital needed to equip intersections, corridors, and fleets with reliable data collectors. Cameras, radar, lidar, and environmental probes create the raw streams that supervisory algorithms depend on.

Yet the center of gravity is moving: cloud platforms post a 20.65% CAGR as agencies favor pay-as-you-go analytics, digital twin

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visualization, and API-ready data marketplaces. Iteris' ClearAsset illustrates the appeal-transportation teams can track inventories, schedule preventive maintenance, and justify funding renewals without maintaining servers on-site. Tighter coupling between hardware diagnostics and over-the-air firmware pushes ensures that future upgrades require less fieldwork, prolonging component life and reinforcing the value of integrated stacks within the intelligent transportation systems market.

The Intelligent Transportation System Market Report is Segmented by System Type (Advanced Traffic Management Systems, and More), Component (Hardware Interface Boards, and More), Application (Fleet Management and Asset Monitoring, and More), Transport (Roadways, and More), Deployment Mode (On-Premise and Cloud), End-User, and Geography. The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

North America commanded 38.16% of global revenue in 2024, supported by mature telecom networks, federal grants, and early pilot adoption. The National V2X Deployment Plan aims to outfit major U.S. corridors and 75,000 intersections by 2036, setting a roadmap for suppliers and municipalities. Cross-industry forums tackle spectrum, standards, and liability, even as the FCC's final 5.9 GHz allocation leaves only 30 MHz for C-V2X and provokes calls for more efficient waveform design. Cybersecurity remains high on city agendas; the Department of Homeland Security advises uniform 5G protections across connected road assets.

Asia-Pacific is pacing the global field with an 11.54% CAGR to 2030. Massive urbanization, smartphone ubiquity, and green-city mandates propel extensive trials in China, Japan, and South Korea. Taiwan's "Smart City Taiwan" policy illustrates state-enabled clustering: local governments become anchor customers, lifting domestic ICT firms from hardware supply to integrated software services. Mainland pilot corridors apply roadside 5G MEC nodes for centimeter-level positioning and cooperative perception. Regional knowledge transfer accelerates timeline compression, as newly urbanizing areas skip legacy phases and incorporate AI edge logic from day one.

Europe sustains a cohesive regulatory push anchored in decarbonization goals. The TANGENT project, covering Athens, Lisbon, Greater Manchester, and Rennes, spotlights data-interoperability frameworks that streamline multimodal orchestration. Zero-emission transport zones and Euro-style carbon-credit schemes spur cities to quantify avoidance metrics, opening new funding channels for ITS deployments. Meanwhile, South America, the Middle East, and Africa start from smaller bases but log double-digit growth as greenfield smart-city projects in Riyadh, Lagos, and Santiago bake connected corridors into master plans. Technology transfer agreements allow local integrators to adapt proven architectures, ensuring that the intelligent transportation systems market gains truly global momentum.

## List of Companies Covered in this Report:

Denso Corporation / Siemens AG / Kapsch TrafficCom AG / Thales Group / TomTom N.V. / Nokia Corporation / Cubic Corporation / Q-Free ASA / TransCore (Roper Tech.) / Iteris Inc. / Huawei Technologies Co. Ltd. / IBM Corporation / Cisco Systems Inc. / Hitachi Ltd. / Advantech Co. Ltd. / EFKON GmbH / SWARCO AG / Sensys Networks Inc. / Savari Inc. / Atkins (SNC-Lavalin) / Continental AG /

## Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
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