

# Intelligent Transportation System (ITS) Market Identifies its True Potential Opportunities of vehicle and Technology

*Increasing traffic and growing population in urban areas, and the rise in the adoption of smart cities are key factors contributing to the high growth*

VANCOUVER, BC, CANADA, March 26, 2022 /EINPresswire.com/ -- The global [Intelligent Transportation System \(ITS\) Market](#) is expected to reach USD 48.17 Billion by 2027, according to a new report by Emergen Research. The increasing number of on-road vehicles and inefficient existing transport

infrastructure will encourage the need for an intelligent transportation system. Actions by the government towards establishing a more reliable infrastructure and running the transport system easily are anticipated to grow the market globally.

Increasing traffic and growing population in urban areas, and the rise in the adoption of smart cities are key factors contributing to the high growth of the Intelligent Transportation System.

Intelligent Transportation System Market Research Report published by Emergen Research has been formulated by analysis of key business details and extensive geographical spread of the Intelligent Transportation System industry. The study offers comprehensive coverage of the qualitative and quantitative analysis of the Intelligent Transportation System market along with crucial statistical data about the Intelligent Transportation System market. The research study provides historical data from 2017 to 2018 and offers accurate forecast estimation until 2027. The report also profiles established and emerging players of the market, covering the business overview, product portfolio, strategic alliances, and business expansion strategies.

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Key Highlights From The Report



Roadways are considered the fastest-growing segment in the intelligent transport system market. The rise in the number of commercial and manufacturing activities will encourage market players to deploy proper asset management and monitoring systems.

The advanced traffic management system held the largest market share in the ITS market. This is due to the growing traffic congestion on roads and an increase in the affordability of vehicles. The availability of favorable deals by the automotive manufacturers and changing lifestyle will lead to traffic congestion. This is expected to foster the segment's demand.

The growth in demand for driving assistance and the automatic driving system will support the demand for automotive telematics. Moreover, factors such as the need to reduce traffic on roads and an increase in government funding will propel the demand.

#### Competitive Landscape:

Furthermore, the report includes an in-depth analysis of the competitive landscape. The segment covers a comprehensive overview of the company profiles along with product profiles, production capacities, products/services, pricing analysis, profit margins, and manufacturing process developments. The report also covers strategic business measures undertaken by the companies to gain substantial market share. The report provides insightful information about recent mergers and acquisitions, product launches, collaborations, joint ventures, partnerships, agreements, and government deals.

#### Key Companies Profiled in the Report:

Thales Group, Garmin, Siemens, Tomtom International BV, Flir Systems, Inc., Q-Free, Cisco Systems, Eikon GMBH, Indra Sistemas, S.A., and Denso Corporation, among others.

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For the purpose of this report, Emergen Research has segmented into the global Intelligent Transportation System (ITS) Market on the basis of mode of transport, system, application, and region:

Mode of Transport Outlook (Revenue, USD Billion; 2017-2027)

Roadways

Airways

Railways

Systems Outlook (Revenue, USD Billion; 2017-2027)

Advanced Traveler Information System

Advanced Public Transportation System

Advanced Traffic Management System

ITS-Enabled Transportation Pricing System

Commercial Vehicle Operation

Application Outlook (Revenue, USD Billion; 2017-2027)

Intelligent Traffic Control

Parking Management

Fleet Management and Asset Monitoring

Collision Avoidance

Passenger Information Management

Emergency Vehicle Notification

Ticketing Management

Automotive Telematics

Regional Segmentation;

North America (U.S., Canada)

Europe (U.K., Italy, Germany, France, Rest of EU)

Asia Pacific (India, Japan, China, South Korea, Australia, Rest of APAC)

Latin America (Chile, Brazil, Argentina, Rest of Latin America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of MEA)

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Market Dynamics:

The report offers insightful information about the market dynamics of the Intelligent Transportation System market. It offers SWOT analysis, PESTEL analysis, and Porter's Five Forces analysis to present a better understanding of the Intelligent Transportation System market, competitive landscape, factors affecting it, and to predict the growth of the industry. It also offers the impact of various market factors along with the effects of the regulatory framework on the growth of the Intelligent Transportation System market.

Radical Highlights of the Intelligent Transportation System Market Report:

Comprehensive overview of the Intelligent Transportation System market along with analysis of the changing dynamics of the market

Growth Assessment of various market segments throughout the forecast period

Regional and global analysis of the market players, including their market share and global position

Growth strategies adopted by key market players to combat the impact of the COVID-19 pandemic on the market

Impact of the technological developments and R&D advancements on the Intelligent Transportation System market

Information about profit-making strategies and developmental strategies of major companies and manufacturers

Insightful information for the new entrants willing to enter the market

Details and insights about business expansion strategies, product launches, and other collaborations

The report incorporates advanced analytical tools such as SWOT analysis, Porter's Five Forces Analysis, feasibility analysis, and investment return analysis

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