

Transportation Analytics Market to Reach \$72.4 Bn by 2031 on Rising Smart & Connected Mobility

Transportation Analytics Market grows as AI, IoT, and big data optimize traffic flow, improve safety, and enhance fleet efficiency worldwide.

WILMINGTON, DE, UNITED STATES, November 21, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market [Transportation Analytics Market](https://www.alliedmarketresearch.com/request-sample/A06267) Size, Share, Competitive Landscape and Trend Analysis Report, by Component (Solution, Services), by Deployment Mode (On-Premise, Cloud, Hybrid), by Type (Predictive, Descriptive, Prescriptive), by Application (Traffic and Incident Management, Transit Planning and Maintenance, Logistics Management, Others), by Mode of Transport (Roadways, Railways, Airways, Waterways): Global Opportunity Analysis and Industry Forecast, 2021 - 2031, The global transportation analytics market was valued at USD 12.9 billion in 2021, and is projected to reach USD 72.4 billion by 2031, growing at a CAGR of 19.2% from 2022 to 2031.

The transportation analytics market is rapidly evolving as organizations increasingly rely on data-driven insights to enhance operational efficiency and improve mobility services. Growing digitalization across roadways, railways, air transport, and maritime operations is creating strong demand for advanced analytics tools that enable real-time decision-making, predictive maintenance, and traffic management.

Additionally, the shift toward smart transportation ecosystems—powered by cloud platforms, IoT sensors, and AI-driven algorithms—is advancing the adoption of transportation analytics globally. Governments and private players are investing heavily in intelligent transportation systems (ITS) to minimize congestion, reduce carbon emissions, and optimize multimodal transport networks, thereby accelerating market growth.

For more information, please visit: <https://www.alliedmarketresearch.com/request-sample/A06267>

Source: Allied Market Research

One of the major drivers of the transportation analytics market is the increasing need for real-time traffic monitoring and management. Urbanization and rising vehicle numbers are pressuring cities to adopt advanced analytics solutions to optimize traffic flow and commuter experience.

The growing adoption of connected vehicles and IoT-enabled transportation infrastructure is also propelling demand. Continuous data generated from GPS, sensors, and telematics systems enables actionable insights for route optimization, safety improvements, and fuel efficiency.

Cost reduction and operational efficiency remain crucial motivators, especially for logistics and fleet management companies. Predictive analytics reduces downtime, enhances asset utilization, and supports data-driven maintenance planning, contributing significantly to business performance.

However, concerns related to data privacy, integration complexities, and high implementation costs pose challenges. Many organizations face difficulties merging legacy systems with advanced analytics platforms, limiting the full potential of predictive solutions.

Despite these challenges, advancements in AI, machine learning, and cloud computing are creating substantial opportunities. Enhanced processing capabilities and scalable cloud-based analytics are making transportation intelligence more accessible to governments, fleet owners, and public transit authorities.

For more information, visit: <https://www.alliedmarketresearch.com/connect-to-analyst/A06267>

Market Segmentation

The transportation analytics market is segmented by component, deployment, application, and mode of transport. Solutions such as traffic analytics, predictive maintenance, fleet analytics, and logistics optimization dominate the landscape, supported by services including consulting, integration, and data management. Cloud deployment is witnessing rapid adoption due to scalability and cost efficiency, while key applications span traffic management, route planning, safety monitoring, and freight movement.

By component, the solution segment held the largest share of the transportation analytics market in 2021 and is expected to maintain its dominance throughout the forecast period. Growing adoption of transportation analytics is enabling organizations to streamline operations, reduce manual processes, and lower overall time and cost, thereby driving strong demand for solutions. Meanwhile, the services segment is projected to record the fastest growth, as transportation analytics services help optimize existing installations, support efficient software implementation, and minimize deployment risks and costs.

Regional Analysis

Regionally, Europe led the transportation analytics market in 2021. Increasing adoption of analytics to enhance business processes and elevate customer experience continues to create attractive opportunities for the region. However, Asia-Pacific is poised to witness the highest growth due to rapid penetration of advanced technologies and rising adoption of cloud-based solutions, AI, big data, and IoT, which are significantly accelerating market expansion across the region.

Global Transportation Analytics Market: <https://www.alliedmarketresearch.com/purchase-enquiry/A06267>

Global Transportation Analytics Market

The key players that operate in the transportation analytics market analysis are Alteryx, Inc., Cellint, Cubic Corporation, IBM Corporation, Indra Sistemas, S.A., INRIX, Kapsch TrafficCom AG, Siemens AG, Trimble Inc., and TomTom International BV. These players have adopted various strategies to increase their market penetration and strengthen their position in the [transportation analytics industry](#).

Global Transportation Analytics Market

- Component: The solution segment held the largest share of the transportation analytics market in 2021.
- Deployment Mode: The on-premise segment dominated the market in 2021.
- Type: The descriptive analytics segment accounted for the highest market share in 2021.
- Application: The traffic and incident management segment contributed the largest share in 2021.
- Mode of Transport: The roadways segment led the market in 2021.
- Region: Europe generated the highest revenue in 2021.

Global Tax Management Software Market

Tax management Market

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IP Multimedia Subsystem Market

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