

# In-Depth Analysis of the Intelligent Road System Market: Key Opportunities and Challenges

*The Business Research Company's In-Depth Analysis of the Intelligent Road System Market: Key Opportunities and Challenges*

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/EINPresswire.com/ -- "The intelligent road system market has been gaining

considerable traction as transportation infrastructure evolves to meet the demands of modern urban environments. With rapid technological advancements and growing investments, this sector is shaping the future of road safety and traffic management. Let's explore the market's size, key growth drivers, leading regional players, and emerging trends that are redefining intelligent road systems.



Expected to grow to \$111.66 billion in 2030 at a compound annual growth rate (CAGR) of 12.1%"

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## Rapid Expansion and Forecast of the Intelligent Road System Market

The intelligent road system market has experienced swift growth recently, with its value anticipated to rise from \$62.94 billion in 2025 to \$70.75 billion in 2026. This change represents a strong compound annual growth rate (CAGR) of 12.4%. The market's historical expansion is linked to

increasing urban traffic congestion, early deployments of intelligent transportation systems (ITS), government initiatives to improve road safety, the proliferation of sensor-based infrastructure, and growing vehicle density on roads.

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Looking ahead, the market is expected to continue its rapid ascent, reaching \$111.66 billion by 2030 at a CAGR of 12.1%. This projected growth is driven by factors such as investments in smart city projects, widespread adoption of connected vehicles, high demand for AI-driven traffic

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analytics, ongoing digitalization of infrastructure, and intensified efforts to reduce traffic accidents. Key trends expected to shape the market during this period include real-time traffic monitoring, vehicle-to-infrastructure communication, adaptive traffic signal control, integrated incident detection systems, and data-centric approaches to road safety management.

### Understanding Intelligent Road Systems and Their Role

An intelligent road system (IRS) involves embedding advanced technologies into road infrastructure to boost traffic management efficiency, enhance safety, and optimize transportation networks. These systems combine sensors, cameras, communication tools, and software to gather and analyze real-time data, enabling more dynamic traffic regulation, faster incident detection, and improved overall road safety.

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### Connected and Autonomous Vehicles as Growth Catalysts in Intelligent Road Systems

The rising adoption of connected and autonomous vehicles (CAVs) is a major growth factor for the intelligent road system market. CAVs are smart vehicles capable of communicating with each other and operating independently without human intervention. Their increasing use is driven by benefits such as improved safety, reduced congestion, and enhanced convenience thanks to advanced technologies. Auto manufacturers and technology companies are heavily investing in these innovations to transform future transportation.

The integration of CAVs supports intelligent road systems by facilitating real-time communication between vehicles and infrastructure, which optimizes traffic flow, raises safety standards, and boosts overall efficiency. This development contributes to the creation of smarter, more responsive road networks. For example, in August 2024, the UK Parliament reported that the UK government had pledged up to £150 million (approximately US\$0.185 billion) in November 2023 to back research, development, and deployment of autonomous vehicle technologies on UK roads through 2030. This initiative highlights how connected and autonomous vehicles are key drivers for the intelligent road system market's growth.

### North America Leads While Asia-Pacific Shows Rapid Growth Potential

In 2025, North America held the largest share of the intelligent road system market, reflecting its established infrastructure and early adoption of advanced technologies. Meanwhile, Asia-Pacific is projected to be the fastest-growing region during the forecast period, fueled by increasing urbanization, smart city projects, and rising vehicle density. The market report encompasses major geographical areas including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, offering a broad view of global market dynamics.

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