Smart Highways Market Research Report - Global Forecast 2023

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Description:

Smart Highways Market, By Technology (Intelligent Transportation Management System, Intelligent Traffic Management System), Service (Maintenance and Operations, Consultancy and Managed), Display (Variable Message Signs)- Global Forecast 2023

Market Synopsis of Smart Highways Market:
Market Scenario:
Smart highways are those which are built in with different technologies to make day-to-day traffic flow easy and manageable. The higher demand for travel and awareness about the time being consumed are driving the smart highways market. The increased need for more reliable, safe, and efficient transportation and growth of interstate highways market are playing a major role in shaping the future of smart highways market.

The concept of smart highways is to resolve traffic issues and minimize the traffic, in order to make travel experience less time consuming.

The major forces driving this market are congestion free travel experience and less time consuming.

The technologies which are implemented in the smart highway are lane departure warning, automatic number plate recognition, incident detection system, and many more. Adoption of such technologies is playing a major role in boosting the market growth.

The global Smart Highways Market is expected to grow at approx. USD 44 Billion by 2023, at 16% of CAGR between 2017 and 2023.

Study Objectives of Smart Highways Market:

- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the smart highways market.
- To provide insights about factors affecting the market growth.
- To analyze the smart highways market based on porter’s five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
- To provide country level analysis of the market with respect to the current market size and future prospective.
- To provide country level analysis of the market for segment on the basis of technology, display, service and deployment.
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the smart highways market.
Key Players:
The prominent players in the smart highways market are: LG CNS Corporation (South Korea), Alcatel-Lucent S.A. (France), Siemens AG (Germany), Kapsch AG (Austria), Cisco Systems (U.S.), Indra Sistemas, S.A., IBM Corporation (U.S.), Schneider Electric SE (France), Huawei Technologies Co. Ltd. (China), TrafficCom (Austria), Xerox Corporation (U.S.), among others.

Segments:
Smart Highways market is segmented on the basis technology, display system, service and deployment.
Smart highways market by technology:

By intelligent transportation management system
- Automatic number plate recognition
- Lane departure warning system
- Radio frequency identification
- Incident detection system

By intelligent traffic management system
- Global navigation satellite system
- Electronic toll collection system
- Real-time traffic management
- Global positioning system

By communication system
- Radio network
- Emergency network
- Data network

By monitoring system
- Weather management
- Traffic measurement
- Video surveillance

Smart highways market by display system:
Variable message signs
Digital signage
Others

Smart highways market by service:
- Maintenance and operation
- Consultancy
- Managed
- Others

Smart highways market by deployment:
- Cloud
- On premise

Regional Analysis:
The regional analysis of smart highways market is being studied for region such as Asia Pacific, North America, Europe and Rest of the World.

It has been observed that U.S. region would account for larger share in smart highways market. The region has strong connectivity and therefore can provide more accurate information which helps in managing the traffic issues. The infrastructure of the U.S. region is another contributing factor that accounts for its higher market share.

The study reveals that Asia-Pacific region is the fastest growing market which is expected to exhibit a significant growth in smart highways market in the forecast period. In Asia-Pacific countries like China, Japan and Korea will spur future growth in the market.

The transportation companies are providing intelligent highway solution and services to enable smart city projects. The government is also supporting the highway technology vendors and supplier companies through investments to support them in developing new technologies and products.

Intended Audience
- Technology investors
- Integrated device manufacturers (IDMs)
- Original manufacturers (OEMs)
- Smart grid integrators
- Research/Consultancy firms

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