# ERTICO unveils second edition of its market radar report on intelligent transport systems



The European organisation ERTICO-ITS Europe has unveiled the second edition of the ‘ITS Market Radar Report 2025’, developed in collaboration with EY. This report presents an extensive analysis of advancements in Intelligent Transport Systems (ITS) and their implications for ERTICO Partners within three sectors: Public Authorities, Research, and Users. The document reveals emerging trends, challenges, and opportunities presented by ITS, underscoring its potential to support sustainable and innovative mobility solutions across Europe.

The report is part of an ongoing series that ERTICO initiated last year, focusing initially on two sectors: Traffic and Transport Industry and Service Providers. It gives readers a comprehensive overview of the ITS sector, detailing its historical context and evolutions while undertaking a qualitative and quantitative assessment of key trends and innovations poised to reshape transportation.

Significantly, the Radar Report identifies substantial opportunities for both public authorities and the research community in utilising Intelligent Transport Systems. For public authorities, the integration of ITS can facilitate enhanced sustainability, safety, and operational efficiency within transport networks, directly aligning with overarching objectives such as climate neutrality and the European Green Deal. ITS technologies can lead to improvements in infrastructure, reductions in congestion, and the development of innovative mobility solutions, such as Mobility-as-a-Service and automated transport systems.

The research sector, too, stands to gain, with ITS providing fertile ground for exploring technologies including artificial intelligence, machine learning, and advanced communications technologies like 5G/6G. Both sectors can benefit from cross-sector collaborations and EU funding opportunities, which may expedite the growth and implementation of ITS technologies, ultimately fostering the development of smarter, more inclusive mobility systems across Europe.

Nonetheless, the report acknowledges existing challenges that must be confronted. Public authorities are grappling with financial constraints, regulatory impediments, and a lack of public awareness that can hinder the deployment of ITS solutions. The research sector faces its own hurdles, including insufficient funding, limited data accessibility, and issues related to standardisation. The successful navigation of these obstacles is contingent on strong cross-sector collaboration designed to facilitate widespread adoption and innovation in ITS.

Additionally, the report indicates that ITS has the potential to deliver considerable benefits to various users, such as drivers, passengers, public transport operators, and logistics providers. However, widespread adoption is stymied by a lack of awareness and resistance, particularly among older demographics. The report suggests that strategies such as targeted awareness campaigns, user co-creation, and pilot projects could enhance user engagement and acceptance of these technologies.

Employment prospects within the ITS field are projected to rise moderately, with both public authorities and research organisations anticipating a greater involvement in ITS-related activities. This expected growth spotlights the necessity for skills development in critical areas like AI, connectivity, and ITS deployment. Consequently, training programmes and educational initiatives are deemed essential for cultivating a workforce capable of tackling emerging challenges within the ITS landscape.

On the financial side, EU funding programmes, notably Horizon Europe and the Connecting Europe Facility, are highlighted as vital drivers for the advancement of ITS projects. Nonetheless, many stakeholders encounter difficulties in securing adequate financial allocations, signalling a need for more strategic investment to unlock the full potential of ITS.

To tackle these issues, the report advocates for the cultivation of public-private partnerships and alignment of legislative frameworks to facilitate ITS adoption. Moreover, it calls for enhanced public awareness campaigns aimed at fostering inclusivity and securing broad acceptance of ITS technologies. Consistent investment in infrastructure and digital solutions is identified as crucial for long-term success in the deployment of these systems.

ERTICO maintains its commitment to advancing sustainable and intelligent mobility solutions through the ongoing ITS Radar Reports series. The organisation strives to drive progress across eight diverse sectors—Traffic and Transport, Service Providers, Suppliers, Connectivity, Vehicle Manufacturers, Users, Public authorities, and Research—aligned with both European objectives and broader global goals.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://erticonetwork.com/ertico-launches-the-second-edition-of-the-its-market-radar-report/> - This URL supports the claim about ERTICO releasing the second edition of the ITS Market Radar Report, which analyzes advancements in Intelligent Transport Systems and their impact on various sectors.
* <https://www.traffictechnologytoday.com/news/its/erticos-second-its-market-radar-report-highlights-growth-in-smart-mobility.html> - This URL corroborates the report's focus on trends, challenges, and opportunities in the ITS sector, highlighting technological advancements and employment projections.
* <https://ertico.com/wp-content/uploads/2024/01/ERTICO-ITS-Market-Radar-report.pdf> - This URL provides access to the first edition of the ITS Market Radar Report, which initially focused on the Traffic and Transport Industry and Service Providers sectors.
* <https://www.ertico.com/> - This is the official website of ERTICO-ITS Europe, offering information on their mission and activities related to Intelligent Transport Systems.
* <https://ec.europa.eu/info/index_en> - This URL leads to the European Commission's website, which provides context on EU initiatives and funding programs relevant to ITS development.
* <https://www.ey.com/en_gl> - This is the official website of EY, the partner organization involved in developing the ITS Market Radar Report.
* <https://www.noahwire.com> - This URL is mentioned as the source of the article, though it does not directly support specific claims about the ITS Market Radar Report.
* <https://www.traffictechnologytoday.com/> - This website provides news and insights into the traffic technology sector, which includes ITS developments and innovations.
* <https://ec.europa.eu/programmes/horizon-europe/en> - This URL provides information on Horizon Europe, a key EU funding program mentioned in the context of supporting ITS projects.