

Global Internet of Things Platform Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

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Abstracts

360iResearch predicts the global internet of things platform market to grow from USD 1,794.53 million in 2016 to USD 16,578.66 million by 2023, at a Compound Annual Growth Rate (CAGR) of 37.39%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

The major forces driving the growth of the internet of things platform market include the scalability and flexibility due to high adoption of cloud based paas and iot enabled paas business application. Moreover, a vision for real world deployment of the technologies and advanced data analytics and data processing technology are also some of the factors that are driving the market growth. However security and privacy concern, and compatibility and interoperability may hinder the market growth. In the middle of difficulty lies opportunity such as the abstraction based approach to break down complexities and inconsistencies, open source framework to address interoperability, and iot gateway. The possible challenges for the market growth are connectivity, compatibility and longevity, and iot standardization and implementation. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global internet of things platform market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, transportation & logistics, and travel & hospitality. Based on geography, the global internet of things platform market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the internet of things platform market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are AWS IoT Core, Accenture Internet of Things, Atos Codex, Azure IoT Suite, Cisco Kinetic, Delphi XE8, GE Digital, IBM MQ, Microsoft IoT Central, and Oracle Internet of Things.

REPORT HIGHLIGHTS:

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of internet of things platform market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the internet of things platform market that will impact the demand during the forecast period. Moreover, the competitive analysis of internet of things platform market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

REASONS TO BUY:

The internet of things platform market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the global internet of things platform market research report could look for following prospects on their way to better understand the market that can aid further decision making and possibly identify the best opportunities to exploit.

Evaluate the qualitative and quantitative aspects of the report and analyze the internet of things platform market penetration with respect to industries and geographies.

Evaluate the key vendors in the internet of things platform market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.

Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints,

challenges and opportunities of the internet of things platform market.

Contents

1. PREFACE

- 1.1 Objectives of the Study
- 1.2 Market Definition
- 1.3 Market Segmentation & Coverage
- 1.4 Years Considered for the Study
- 1.5 Currency & Pricing
- 1.6 Stakeholders

2. RESEARCH & FORECASTING

- 2.1 Research Methodology
 - 2.1.1 Research Instruments
 - 2.1.1.1 Secondary Instrument
 - 2.1.1.2 Primary Instrument
 - 2.1.2 Research Approaches
 - 2.1.2.1 Bottom-up Approach
 - 2.1.2.2 Top-down Approach
 - 2.1.3 Research Reliability & Validity
 - 2.1.4 Research Assumptions
- 2.2 Forecasting Methodology
 - 2.2.1 Methodology for Market Estimation & Forecasting
 - 2.2.2 Significance and Importance of the Market Estimation & Forecasting

3. EXECUTIVE SUMMARY

4. PREMIUM INSIGHT

- 4.1 Market Connectivity
- 4.2 Market Data Feed
- 4.3 Market Dynamics
 - 4.3.1 Drivers
 - 4.3.1.1 Scalability and flexibility due to high adoption of cloud based PaaS
 - 4.3.1.2 IoT enabled PaaS business application
 - 4.3.1.3 A vision for real world deployment of the technologies
 - 4.3.1.4 Advanced data analytics and data processing technology
 - 4.3.2 Restraints

- 4.3.2.1 Security and privacy concern
- 4.3.2.2 Compatibility and interoperability
- 4.3.3 Opportunities
 - 4.3.3.1 Abstraction based approach to break down complexities and inconsistencies
 - 4.3.3.2 Open source framework to address interoperability
 - 4.3.3.3 IoT gateway
- 4.3.4 Challenges
 - 4.3.4.1 Connectivity, compatibility and longevity
 - 4.3.4.2 IoT standardization and implementation

5. GLOBAL INTERNET OF THINGS PLATFORM MARKET, BY INDUSTRY

- 5.1 Aerospace & Defense
 - 5.1.1 Overview
 - 5.1.2 Market Sizing & Forecasting
- 5.2 Banking, Financial Services & Insurance
 - 5.2.1 Overview
 - 5.2.2 Market Sizing & Forecasting
- 5.3 Consumer Goods & Retail
 - 5.3.1 Overview
 - 5.3.2 Market Sizing & Forecasting
- 5.4 Education
 - 5.4.1 Overview
 - 5.4.2 Market Sizing & Forecasting
- 5.5 Energy & Utilities
 - 5.5.1 Overview
 - 5.5.2 Market Sizing & Forecasting
- 5.6 Government
 - 5.6.1 Overview
 - 5.6.2 Market Sizing & Forecasting
- 5.7 Healthcare & Life Sciences
 - 5.7.1 Overview
 - 5.7.2 Market Sizing & Forecasting
- 5.8 Information Technology
 - 5.8.1 Overview
 - 5.8.2 Market Sizing & Forecasting
- 5.9 Manufacturing
 - 5.9.1 Overview
 - 5.9.2 Market Sizing & Forecasting

5.10 Media & Entertainment

5.10.1 Overview

5.10.2 Market Sizing & Forecasting

5.11 Telecommunication

5.11.1 Overview

5.11.2 Market Sizing & Forecasting

5.12 Transportation & Logistics

5.12.1 Overview

5.12.2 Market Sizing & Forecasting

5.13 Travel & Hospitality

5.13.1 Overview

5.13.2 Market Sizing & Forecasting

6. GLOBAL INTERNET OF THINGS PLATFORM MARKET, BY GEOGRAPHY

6.1 Americas

6.1.1 Overview

6.1.2 Market Sizing & Forecasting

6.1.3 United States

6.2 Europe, Middle East & Africa

6.2.1 Overview

6.2.2 Market Sizing & Forecasting

6.2.3 United Kingdom

6.2.4 Germany

6.2.5 Saudi Arabia

6.3 Asia-Pacific

6.3.1 Overview

6.3.2 Market Sizing & Forecasting

6.3.3 China

6.3.4 Japan

6.3.5 India

7. COMPETITIVE LANDSCAPE

7.1 360iResearch FPNV Positioning Matrix

7.1.1 Business Strategy

7.1.2 Product Satisfaction

7.2 Competitive Product Features Matrix

7.2 Competitive News Feed Analysis

8. PRODUCT USABILITY PROFILES

- 8.1 AWS IoT Core
- 8.2 Accenture Internet of Things
- 8.3 Atos Codex
- 8.4 Azure IoT Suite
- 8.5 Cisco Kinetic
- 8.6 Delphi XE8
- 8.7 GE Digital
- 8.8 IBM MQ
- 8.9 Microsoft IoT Central
- 8.10 Oracle Internet of Things

9. APPENDIX

- 9.1 Analysts Review
- 9.2 Disclaimer

List Of Tables

LIST OF TABLES (26 TABLES)

TABLE 1. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 2. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY INDUSTRY, 2015 - 2023 (USD MILLION)

TABLE 3. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 4. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 5. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 6. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 7. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 8. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 9. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 10. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 11. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 12. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 13. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 14. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 15. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 16. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 17. AMERICAS INTERNET OF THINGS PLATFORM MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 18. EUROPE, MIDDLE EAST & AFRICA INTERNET OF THINGS PLATFORM MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 19. ASIA-PACIFIC INTERNET OF THINGS PLATFORM MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 20. 360IRESEARCH SCORES FOR FOREFRONT IN INTERNET OF THINGS PLATFORM MARKET

TABLE 21. 360IRESEARCH SCORES FOR PATHFINDERS IN INTERNET OF THINGS PLATFORM MARKET

TABLE 22. 360IRESEARCH SCORES FOR NICHE IN INTERNET OF THINGS PLATFORM MARKET

TABLE 23. 360IRESEARCH SCORES FOR VITAL IN INTERNET OF THINGS PLATFORM MARKET

TABLE 24. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR INTERNET OF THINGS PLATFORM MARKET

TABLE 25. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR INTERNET OF THINGS PLATFORM MARKET

TABLE 26. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR INTERNET OF THINGS PLATFORM MARKET

List Of Figures

LIST OF FIGURES (47 FIGURES)

FIGURE 1. GLOBAL INTERNET OF THINGS PLATFORM MARKET: YEARS CONSIDERED FOR THE STUDY

FIGURE 2. GLOBAL INTERNET OF THINGS PLATFORM MARKET: KEY RESEARCH METHODOLOGY

FIGURE 3. GLOBAL INTERNET OF THINGS PLATFORM MARKET: KEY SECONDARY INSTRUMENT SOURCES

FIGURE 4. GLOBAL INTERNET OF THINGS PLATFORM MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT

FIGURE 5. GLOBAL INTERNET OF THINGS PLATFORM MARKET: KEY DATA TRIANGULATION

FIGURE 6. GLOBAL INTERNET OF THINGS PLATFORM MARKET: KEY RESEARCH ASSUMPTIONS

FIGURE 7. GLOBAL INTERNET OF THINGS PLATFORM MARKET CONNECTIVITY

FIGURE 8. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, 2015 - 2023 (USD MILLION)

FIGURE 9. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)

FIGURE 10. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 11. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 12. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 13. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 14. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 15. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 16. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 17. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 18. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 19. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 20. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 21. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 22. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 23. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 24. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 25. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 26. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 27. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 28. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 29. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 30. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 31. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 32. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 33. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 34. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 35. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 36. GLOBAL INTERNET OF THINGS PLATFORM MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 37. AMERICAS INTERNET OF THINGS PLATFORM MARKET SIZE, BY

GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 38. UNITED STATES INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 39. EUROPE, MIDDLE EAST & AFRICA INTERNET OF THINGS PLATFORM MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 40. UNITED KINGDOM INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 41. GERMANY INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 42. SAUDI ARABIA INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 43. ASIA-PACIFIC INTERNET OF THINGS PLATFORM MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 44. CHINA INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 45. JAPAN INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 46. INDIA INTERNET OF THINGS PLATFORM MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 47. 360IRESEARCH FPNV POSITIONING MATRIX FOR INTERNET OF THINGS PLATFORM MARKET

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