

# **Europe Connected Device Analytics Market Size study, by Component (Solution, Service) by Enterprise Size (Large Enterprise, SMEs) by Deployment Model (On-Premise, Cloud) , by Application (Sales and Customer Management, Security and Emergency Management, Remote Monitoring, Predictive Maintenance and Asset Management, Inventory Management, Energy Management, Building Automation, Others), by Industry Vertical (Manufacturing, Transport and logistics, Energy and Utilities, Retail and eCommerce, BFSI, Health and life science, Government and defense, Others) and Country Forecast 2022-2032**

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## **Abstracts**

Europe Connected Device Analytics Market is valued approximately at USD 6.65 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 23.74% over the forecast period 2024-2032. Connected device analytics is a cloud-based solution engineered to enhance the realm of customer communications by fostering effortless connectivity between applications, people, and objects. This platform enables businesses to enhance their current software by effortlessly incorporating messaging capabilities, voice, and video functionalities via APIs. Additionally, connected device analytics assumes a pivotal role in safeguarding the integrity and dependability of interconnected systems by detecting irregularities, pinpointing potential weaknesses, and preemptively addressing risks. European countries are placing a strong emphasis

on sustainability and environmental responsibility. As a result, there is a growing trend towards using connected device analytics to monitor and optimize energy usage, reduce waste, and promote eco-friendly practices across various industries in Europe which is boosting the adoption of Europe Connected Device Analytics Market.

Industries in Europe, particularly manufacturing, automotive, and logistics, are embracing industrial IoT (IIoT) technologies to optimize production processes, improve asset utilization, and enhance supply chain visibility. Connected device analytics enable real-time monitoring of equipment performance, predictive maintenance, and quality control, driving efficiency and competitiveness. Moreover, by leveraging AI and machine learning algorithms, these analytic solutions enable continuous improvement and predictive decision-making, driving competitiveness and fostering digital transformation initiatives across the European industrial landscape. As IIoT adoption continues to accelerate, fueled by advancements in connectivity, edge computing, and cloud technologies, the demand for sophisticated connected device analytics solutions is expected to rise, positioning Europe as a key growth market in the global IoT analytics landscape. Furthermore, the market is driven by rising smart city initiatives and rising development of industrial settings. However, Data Privacy and Security Concerns, may stifle market growth between 2022 and 2032.

The key countries considered for the Europe Connected Device Analytics market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany held the largest market share. In its long-term strategy, Germany boasts a robust industrial sector, with a strong focus on manufacturing and engineering. This industrial prowess has fueled the adoption of Industrial IoT (IIoT) technologies across various sectors, including automotive, machinery, and electronics. As a result, there is a substantial ecosystem of connected devices and sensors generating vast amounts of data that can be leveraged for analytics purposes. The market in the UK, on the other hand, is expected to grow at the fastest rate over the forecast period.

Major market player included in this report are:

Software AG

Siemens AG

Bosch.IO

Schneider Electric SE

SAP SE

Telefonica IoT

Company 7

Company 8

Company 9  
Company 10

The detailed segments and sub-segment of the market are explained below:

By Component

Solution

Service

By Enterprise Size

Large Enterprise

SMEs

By Deployment Model

On-Premise

Cloud

By Application

Sales and Customer Management

Security and Emergency Management

Remote Monitoring

Predictive Maintenance and Asset Management

Inventory Management

Energy Management

Building Automation

Others

By Industry Vertical

Manufacturing

Transport and logistics

Energy and Utilities

Retail and eCommerce

BFSI

Health and life science

Government and defense

Others

?

By Region:

Europe

UK  
Germany  
France  
Spain  
Italy  
ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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