

Global Internet of Behaviors (IoB) Market Size study & Forecast, by Application (Advertising Campaign, Digital Marketing, Content Delivery, Brand Promotion), By Enterprise Size (Small & Medium Enterprises (SMEs), Large Enterprises), By End-Use Industry (BFSI, Telecom and IT, Media and Entertainment, Tourism & Travel, Other) and Regional Analysis, 2022-2029

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Abstracts

Global Internet of Behaviors (IoB) Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than 22% over the forecast period 2022-2029. Internet of Behaviors (IoB) refers to the collection and use of data to access consumer behaviors. Data collected from different devices including Wearable technologies, individual online activities, and household electrical devices, is utilized to gather information about user behavior and interests. Moreover, IoB combines three fields including behavioral science, edge analytics and the Internet of Things (IoT). This data is further used by marketers to develop and promote new products based on human psychology. The increasing penetration of IoT devices worldwide and growing cloud spending across industries as well as rising utilization of psychological targeting in advertising are key factors accelerating the market growth.

The increasing penetration of IoT-enabled devices owing to the growth of high-speed internet services is contributing to the growth of the market over the forecast period. For instance, according to Statista –the total number of Internet of Things (IoT) devices worldwide was estimated at 9.7 billion in 2020 and the total number of IoT devices is projected to grow to 29 billion IoT devices by 2030. Also, growing emergence of AI and

ML technologies and increasing adoption of digital marketing tools would create a lucrative growth prospectus for the market over the forecast period. However, rising concern over data privacy & security stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Internet of Behaviors (IoB) Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market players as well as rising spending on digital advertising across different industries in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising spending from government authorities towards smart cities as well as growing emergence of high-speed internet services in the region.

Major market players included in this report are:

Aware Inc.

Traceable

Guardian Analytics

Vertica Systems

Trifacta

NuData Security

Mazu Networks Inc.

Qubit Digital

Cognitive Scale

Capillary Technologies

Recent Developments in the Market:

In May 2022, San Francisco, USA based Traceable AI, raised USD 60 million in Series B funding. This funding round was led by Institutional Venture Partners (IVP) and saw participation from other prominent investors including Tiger Global Management and existing investors Unusual Ventures and BIG Labs. This funding would be used for new product development and accelerating research activities, and in the expansion of sales and marketing teams.

Global Internet of Behaviors (IoB) Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered Application, Enterprise Size, End-Use Industry, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application

Advertising Campaign

Digital Marketing

Content Delivery

Brand Promotion

By Enterprise Size

Small & Medium Enterprises (SMEs)

Large Enterprises

By End Use Industry

BFSI

Telecom and IT

Media and Entertainment

Tourism & Travel

Other

By Region:

North America

U.S.

Canada

Europe

UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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