

Global Web-Based IoT Analytics Software Market Research Report 2026(Status and Outlook)

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Abstracts

Web-based IoT analytics software refers to a class of cloud-hosted applications designed to collect, process, analyze, and visualize data generated by Internet of Things (IoT) devices through a web interface. These platforms enable users to monitor real-time and historical data from connected sensors, machines, or systems remotely, often through dashboards, charts, alerts, and AI-driven insights accessible via standard web browsers. Unlike traditional desktop-based analytics tools, web-based IoT analytics software allows for seamless, scalable deployment and centralized management of vast, distributed IoT networks without the need for local installations. The software typically integrates data ingestion pipelines, time-series databases, rule engines, and machine learning capabilities to transform raw telemetry into actionable intelligence. This facilitates predictive maintenance, operational optimization, and anomaly detection across industries such as manufacturing, smart cities, agriculture, logistics, and energy. The web-based nature of these tools supports multi-user access, role-based permissions, and mobile compatibility, making them ideal for collaborative and remote operations in the increasingly connected world of industrial and enterprise IoT.

The global Web-Based IoT Analytics Software market size was estimated at USD 2568.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Web-Based IoT Analytics Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Web-Based IoT Analytics Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Web-Based IoT Analytics Software market.

Global Web-Based IoT Analytics Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Traction
dataPARC
Datadog
ThingsLog
Zoho
DevicePilot
Ayla Networks

AWS
Knowi
uPSYS
IBM
Hitachi Vantara
FourJaw
WolkAbout Technology
NamLabs Technologies
Qrvey
Google
FreePoint Technologies
Microsoft Azure
Ubidots
Losant
ThingsBoard
Blynk IoT
ClearBlade
Particle
Kaa IoT Platform

Market Segmentation (by Type)

Real-Time Analytics Software
Batch Analytics Software
Others

Market Segmentation (by Application)

Manufacturing
Agriculture
Logistics
Energy
Smart City
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Web-Based IoT Analytics Software Market
Overview of the regional outlook of the Web-Based IoT Analytics Software Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Web-Based IoT Analytics Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Web-Based IoT Analytics Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Web-Based IoT Analytics Software

1.2 Key Market Segments

1.2.1 Web-Based IoT Analytics Software Segment by Type

1.2.2 Web-Based IoT Analytics Software Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 WEB-BASED IOT ANALYTICS SOFTWARE MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 WEB-BASED IOT ANALYTICS SOFTWARE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Web-Based IoT Analytics Software Product Life Cycle

3.3 Global Web-Based IoT Analytics Software Revenue Market Share by Company (2020-2025)

3.4 Web-Based IoT Analytics Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 Web-Based IoT Analytics Software Market Competitive Situation and Trends

3.6.1 Web-Based IoT Analytics Software Market Concentration Rate

3.6.2 Global 5 and 10 Largest Web-Based IoT Analytics Software Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 WEB-BASED IOT ANALYTICS SOFTWARE VALUE CHAIN ANALYSIS

- 4.1 Web-Based IoT Analytics Software Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF WEB-BASED IOT ANALYTICS SOFTWARE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Web-Based IoT Analytics Software Market Porter's Five Forces Analysis

6 WEB-BASED IOT ANALYTICS SOFTWARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Web-Based IoT Analytics Software Market by Type (2020-2025)
- 6.3 Global Web-Based IoT Analytics Software Market Size Growth Rate by Type (2021-2025)

7 WEB-BASED IOT ANALYTICS SOFTWARE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Web-Based IoT Analytics Software Market Size (M USD) by Application (2020-2025)
- 7.3 Global Web-Based IoT Analytics Software Market Size Growth Rate by Application (2021-2025)

8 WEB-BASED IOT ANALYTICS SOFTWARE MARKET SEGMENTATION BY

REGION

8.1 Global Web-Based IoT Analytics Software Market Size by Region

8.1.1 Global Web-Based IoT Analytics Software Market Size by Region

8.1.2 Global Web-Based IoT Analytics Software Market Size Market Share by Region

8.2 North America

8.2.1 North America Web-Based IoT Analytics Software Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Web-Based IoT Analytics Software Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Web-Based IoT Analytics Software Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Web-Based IoT Analytics Software Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Web-Based IoT Analytics Software Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Tractian

9.1.1 Tractian Basic Information

9.1.2 Tractian Web-Based IoT Analytics Software Product Overview

9.1.3 Tractian Web-Based IoT Analytics Software Product Market Performance

9.1.4 Tractian SWOT Analysis

9.1.5 Tractian Business Overview

9.1.6 Tractian Recent Developments

9.2 dataPARC

9.2.1 dataPARC Basic Information

9.2.2 dataPARC Web-Based IoT Analytics Software Product Overview

9.2.3 dataPARC Web-Based IoT Analytics Software Product Market Performance

9.2.4 dataPARC SWOT Analysis

9.2.5 dataPARC Business Overview

9.2.6 dataPARC Recent Developments

9.3 Datadog

9.3.1 Datadog Basic Information

9.3.2 Datadog Web-Based IoT Analytics Software Product Overview

9.3.3 Datadog Web-Based IoT Analytics Software Product Market Performance

9.3.4 Datadog SWOT Analysis

9.3.5 Datadog Business Overview

9.3.6 Datadog Recent Developments

9.4 ThingsLog

9.4.1 ThingsLog Basic Information

9.4.2 ThingsLog Web-Based IoT Analytics Software Product Overview

9.4.3 ThingsLog Web-Based IoT Analytics Software Product Market Performance

9.4.4 ThingsLog Business Overview

9.4.5 ThingsLog Recent Developments

9.5 Zoho

9.5.1 Zoho Basic Information

9.5.2 Zoho Web-Based IoT Analytics Software Product Overview

9.5.3 Zoho Web-Based IoT Analytics Software Product Market Performance

9.5.4 Zoho Business Overview

9.5.5 Zoho Recent Developments

9.6 DevicePilot

9.6.1 DevicePilot Basic Information

9.6.2 DevicePilot Web-Based IoT Analytics Software Product Overview

9.6.3 DevicePilot Web-Based IoT Analytics Software Product Market Performance

9.6.4 DevicePilot Business Overview

9.6.5 DevicePilot Recent Developments

9.7 Ayla Networks

9.7.1 Ayla Networks Basic Information

9.7.2 Ayla Networks Web-Based IoT Analytics Software Product Overview

9.7.3 Ayla Networks Web-Based IoT Analytics Software Product Market Performance

9.7.4 Ayla Networks Business Overview

9.7.5 Ayla Networks Recent Developments

9.8 AWS

9.8.1 AWS Basic Information

9.8.2 AWS Web-Based IoT Analytics Software Product Overview

9.8.3 AWS Web-Based IoT Analytics Software Product Market Performance

9.8.4 AWS Business Overview

9.8.5 AWS Recent Developments

9.9 Knowi

9.9.1 Knowi Basic Information

9.9.2 Knowi Web-Based IoT Analytics Software Product Overview

9.9.3 Knowi Web-Based IoT Analytics Software Product Market Performance

9.9.4 Knowi Business Overview

9.9.5 Knowi Recent Developments

9.10 uPSYS

9.10.1 uPSYS Basic Information

9.10.2 uPSYS Web-Based IoT Analytics Software Product Overview

9.10.3 uPSYS Web-Based IoT Analytics Software Product Market Performance

9.10.4 uPSYS Business Overview

9.10.5 uPSYS Recent Developments

9.11 IBM

9.11.1 IBM Basic Information

9.11.2 IBM Web-Based IoT Analytics Software Product Overview

9.11.3 IBM Web-Based IoT Analytics Software Product Market Performance

9.11.4 IBM Business Overview

9.11.5 IBM Recent Developments

9.12 Hitachi Vantara

9.12.1 Hitachi Vantara Basic Information

9.12.2 Hitachi Vantara Web-Based IoT Analytics Software Product Overview

9.12.3 Hitachi Vantara Web-Based IoT Analytics Software Product Market

Performance

9.12.4 Hitachi Vantara Business Overview

9.12.5 Hitachi Vantara Recent Developments

9.13 FourJaw

- 9.13.1 FourJaw Basic Information
- 9.13.2 FourJaw Web-Based IoT Analytics Software Product Overview
- 9.13.3 FourJaw Web-Based IoT Analytics Software Product Market Performance
- 9.13.4 FourJaw Business Overview
- 9.13.5 FourJaw Recent Developments
- 9.14 WolkAbout Technology
 - 9.14.1 WolkAbout Technology Basic Information
 - 9.14.2 WolkAbout Technology Web-Based IoT Analytics Software Product Overview
 - 9.14.3 WolkAbout Technology Web-Based IoT Analytics Software Product Market Performance
 - 9.14.4 WolkAbout Technology Business Overview
 - 9.14.5 WolkAbout Technology Recent Developments
- 9.15 NamLabs Technologies
 - 9.15.1 NamLabs Technologies Basic Information
 - 9.15.2 NamLabs Technologies Web-Based IoT Analytics Software Product Overview
 - 9.15.3 NamLabs Technologies Web-Based IoT Analytics Software Product Market Performance
 - 9.15.4 NamLabs Technologies Business Overview
 - 9.15.5 NamLabs Technologies Recent Developments
- 9.16 Qrvey
 - 9.16.1 Qrvey Basic Information
 - 9.16.2 Qrvey Web-Based IoT Analytics Software Product Overview
 - 9.16.3 Qrvey Web-Based IoT Analytics Software Product Market Performance
 - 9.16.4 Qrvey Business Overview
 - 9.16.5 Qrvey Recent Developments
- 9.17 Google
 - 9.17.1 Google Basic Information
 - 9.17.2 Google Web-Based IoT Analytics Software Product Overview
 - 9.17.3 Google Web-Based IoT Analytics Software Product Market Performance
 - 9.17.4 Google Business Overview
 - 9.17.5 Google Recent Developments
- 9.18 FreePoint Technologies
 - 9.18.1 FreePoint Technologies Basic Information
 - 9.18.2 FreePoint Technologies Web-Based IoT Analytics Software Product Overview
 - 9.18.3 FreePoint Technologies Web-Based IoT Analytics Software Product Market Performance
 - 9.18.4 FreePoint Technologies Business Overview
 - 9.18.5 FreePoint Technologies Recent Developments
- 9.19 Microsoft Azure

- 9.19.1 Microsoft Azure Basic Information
- 9.19.2 Microsoft Azure Web-Based IoT Analytics Software Product Overview
- 9.19.3 Microsoft Azure Web-Based IoT Analytics Software Product Market Performance
- 9.19.4 Microsoft Azure Business Overview
- 9.19.5 Microsoft Azure Recent Developments
- 9.20 Ubidots
 - 9.20.1 Ubidots Basic Information
 - 9.20.2 Ubidots Web-Based IoT Analytics Software Product Overview
 - 9.20.3 Ubidots Web-Based IoT Analytics Software Product Market Performance
 - 9.20.4 Ubidots Business Overview
 - 9.20.5 Ubidots Recent Developments
- 9.21 Losant
 - 9.21.1 Losant Basic Information
 - 9.21.2 Losant Web-Based IoT Analytics Software Product Overview
 - 9.21.3 Losant Web-Based IoT Analytics Software Product Market Performance
 - 9.21.4 Losant Business Overview
 - 9.21.5 Losant Recent Developments
- 9.22 ThingsBoard
 - 9.22.1 ThingsBoard Basic Information
 - 9.22.2 ThingsBoard Web-Based IoT Analytics Software Product Overview
 - 9.22.3 ThingsBoard Web-Based IoT Analytics Software Product Market Performance
 - 9.22.4 ThingsBoard Business Overview
 - 9.22.5 ThingsBoard Recent Developments
- 9.23 Blynk IoT
 - 9.23.1 Blynk IoT Basic Information
 - 9.23.2 Blynk IoT Web-Based IoT Analytics Software Product Overview
 - 9.23.3 Blynk IoT Web-Based IoT Analytics Software Product Market Performance
 - 9.23.4 Blynk IoT Business Overview
 - 9.23.5 Blynk IoT Recent Developments
- 9.24 ClearBlade
 - 9.24.1 ClearBlade Basic Information
 - 9.24.2 ClearBlade Web-Based IoT Analytics Software Product Overview
 - 9.24.3 ClearBlade Web-Based IoT Analytics Software Product Market Performance
 - 9.24.4 ClearBlade Business Overview
 - 9.24.5 ClearBlade Recent Developments
- 9.25 Particle
 - 9.25.1 Particle Basic Information
 - 9.25.2 Particle Web-Based IoT Analytics Software Product Overview

9.25.3 Particle Web-Based IoT Analytics Software Product Market Performance

9.25.4 Particle Business Overview

9.25.5 Particle Recent Developments

9.26 Kaa IoT Platform

9.26.1 Kaa IoT Platform Basic Information

9.26.2 Kaa IoT Platform Web-Based IoT Analytics Software Product Overview

9.26.3 Kaa IoT Platform Web-Based IoT Analytics Software Product Market

Performance

9.26.4 Kaa IoT Platform Business Overview

9.26.5 Kaa IoT Platform Recent Developments

10 WEB-BASED IOT ANALYTICS SOFTWARE MARKET FORECAST BY REGION

10.1 Global Web-Based IoT Analytics Software Market Size Forecast

10.2 Global Web-Based IoT Analytics Software Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Web-Based IoT Analytics Software Market Size Forecast by Country

10.2.3 Asia Pacific Web-Based IoT Analytics Software Market Size Forecast by

Region

10.2.4 South America Web-Based IoT Analytics Software Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Web-Based IoT Analytics Software by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Web-Based IoT Analytics Software Market Forecast by Type (2026-2035)

11.1.1 Global Web-Based IoT Analytics Software Market Size Forecast by Type (2026-2035)

11.2 Global Web-Based IoT Analytics Software Market Forecast by Application (2026-2035)

11.2.1 Global Web-Based IoT Analytics Software Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Web-Based IoT Analytics Software Market Size by Type (M USD)

Table 4. Global Web-Based IoT Analytics Software Market Size by Application

Table 5. Web-Based IoT Analytics Software Market Size Comparison by Region (M USD)

Table 6. Global Web-Based IoT Analytics Software Revenue (M USD) by Company (2020-2025)

Table 7. Global Web-Based IoT Analytics Software Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Web-Based IoT Analytics Software as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Web-Based IoT Analytics Software Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Web-Based IoT Analytics Software Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Web-Based IoT Analytics Software Market Size by Type (M USD)

Table 22. Global Web-Based IoT Analytics Software Market Size (M USD) by Type (2020-2025)

Table 23. Global Web-Based IoT Analytics Software Market Share by Type (2020-2025)

Table 24. Global Web-Based IoT Analytics Software Market Size Growth Rate by Type (2021-2025)

Table 25. Global Web-Based IoT Analytics Software Market Size by Application

Table 26. Global Web-Based IoT Analytics Software Market Size by Application (2020-2025) & (M USD)

Table 27. Global Web-Based IoT Analytics Software Market Share by Application

(2020-2025)

Table 28. Global Web-Based IoT Analytics Software Market Size Growth Rate by Application (2021-2025)

Table 29. Global Web-Based IoT Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 30. Global Web-Based IoT Analytics Software Market Size Market Share by Region (2020-2025)

Table 31. North America Web-Based IoT Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Web-Based IoT Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Web-Based IoT Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 34. South America Web-Based IoT Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Web-Based IoT Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 36. Tractian Basic Information

Table 37. Tractian Web-Based IoT Analytics Software Product Overview

Table 38. Tractian Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Tractian SWOT Analysis

Table 40. Tractian Business Overview

Table 41. Tractian Recent Developments

Table 42. dataPARC Basic Information

Table 43. dataPARC Web-Based IoT Analytics Software Product Overview

Table 44. dataPARC Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 45. dataPARC SWOT Analysis

Table 46. dataPARC Business Overview

Table 47. dataPARC Recent Developments

Table 48. Datadog Basic Information

Table 49. Datadog Web-Based IoT Analytics Software Product Overview

Table 50. Datadog Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Datadog SWOT Analysis

Table 52. Datadog Business Overview

Table 53. Datadog Recent Developments

Table 54. ThingsLog Basic Information

- Table 55. ThingsLog Web-Based IoT Analytics Software Product Overview
- Table 56. ThingsLog Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 57. ThingsLog Business Overview
- Table 58. ThingsLog Recent Developments
- Table 59. Zoho Basic Information
- Table 60. Zoho Web-Based IoT Analytics Software Product Overview
- Table 61. Zoho Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 62. Zoho Business Overview
- Table 63. Zoho Recent Developments
- Table 64. DevicePilot Basic Information
- Table 65. DevicePilot Web-Based IoT Analytics Software Product Overview
- Table 66. DevicePilot Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 67. DevicePilot Business Overview
- Table 68. DevicePilot Recent Developments
- Table 69. Ayla Networks Basic Information
- Table 70. Ayla Networks Web-Based IoT Analytics Software Product Overview
- Table 71. Ayla Networks Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 72. Ayla Networks Business Overview
- Table 73. Ayla Networks Recent Developments
- Table 74. AWS Basic Information
- Table 75. AWS Web-Based IoT Analytics Software Product Overview
- Table 76. AWS Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 77. AWS Business Overview
- Table 78. AWS Recent Developments
- Table 79. Knowi Basic Information
- Table 80. Knowi Web-Based IoT Analytics Software Product Overview
- Table 81. Knowi Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 82. Knowi Business Overview
- Table 83. Knowi Recent Developments
- Table 84. uPSYS Basic Information
- Table 85. uPSYS Web-Based IoT Analytics Software Product Overview
- Table 86. uPSYS Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 87. uPSYS Business Overview

Table 88. uPSYS Recent Developments

Table 89. IBM Basic Information

Table 90. IBM Web-Based IoT Analytics Software Product Overview

Table 91. IBM Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 92. IBM Business Overview

Table 93. IBM Recent Developments

Table 94. Hitachi Vantara Basic Information

Table 95. Hitachi Vantara Web-Based IoT Analytics Software Product Overview

Table 96. Hitachi Vantara Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 97. Hitachi Vantara Business Overview

Table 98. Hitachi Vantara Recent Developments

Table 99. FourJaw Basic Information

Table 100. FourJaw Web-Based IoT Analytics Software Product Overview

Table 101. FourJaw Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 102. FourJaw Business Overview

Table 103. FourJaw Recent Developments

Table 104. WolkAbout Technology Basic Information

Table 105. WolkAbout Technology Web-Based IoT Analytics Software Product Overview

Table 106. WolkAbout Technology Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 107. WolkAbout Technology Business Overview

Table 108. WolkAbout Technology Recent Developments

Table 109. NamLabs Technologies Basic Information

Table 110. NamLabs Technologies Web-Based IoT Analytics Software Product Overview

Table 111. NamLabs Technologies Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 112. NamLabs Technologies Business Overview

Table 113. NamLabs Technologies Recent Developments

Table 114. Qrvey Basic Information

Table 115. Qrvey Web-Based IoT Analytics Software Product Overview

Table 116. Qrvey Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 117. Qrvey Business Overview

Table 118. Qrvey Recent Developments

Table 119. Google Basic Information

Table 120. Google Web-Based IoT Analytics Software Product Overview

Table 121. Google Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Google Business Overview

Table 123. Google Recent Developments

Table 124. FreePoint Technologies Basic Information

Table 125. FreePoint Technologies Web-Based IoT Analytics Software Product Overview

Table 126. FreePoint Technologies Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 127. FreePoint Technologies Business Overview

Table 128. FreePoint Technologies Recent Developments

Table 129. Microsoft Azure Basic Information

Table 130. Microsoft Azure Web-Based IoT Analytics Software Product Overview

Table 131. Microsoft Azure Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 132. Microsoft Azure Business Overview

Table 133. Microsoft Azure Recent Developments

Table 134. Ubidots Basic Information

Table 135. Ubidots Web-Based IoT Analytics Software Product Overview

Table 136. Ubidots Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 137. Ubidots Business Overview

Table 138. Ubidots Recent Developments

Table 139. Losant Basic Information

Table 140. Losant Web-Based IoT Analytics Software Product Overview

Table 141. Losant Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 142. Losant Business Overview

Table 143. Losant Recent Developments

Table 144. ThingsBoard Basic Information

Table 145. ThingsBoard Web-Based IoT Analytics Software Product Overview

Table 146. ThingsBoard Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 147. ThingsBoard Business Overview

Table 148. ThingsBoard Recent Developments

Table 149. Blynk IoT Basic Information

- Table 150. Blynk IoT Web-Based IoT Analytics Software Product Overview
- Table 151. Blynk IoT Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 152. Blynk IoT Business Overview
- Table 153. Blynk IoT Recent Developments
- Table 154. ClearBlade Basic Information
- Table 155. ClearBlade Web-Based IoT Analytics Software Product Overview
- Table 156. ClearBlade Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 157. ClearBlade Business Overview
- Table 158. ClearBlade Recent Developments
- Table 159. Particle Basic Information
- Table 160. Particle Web-Based IoT Analytics Software Product Overview
- Table 161. Particle Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 162. Particle Business Overview
- Table 163. Particle Recent Developments
- Table 164. Kaa IoT Platform Basic Information
- Table 165. Kaa IoT Platform Web-Based IoT Analytics Software Product Overview
- Table 166. Kaa IoT Platform Web-Based IoT Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 167. Kaa IoT Platform Business Overview
- Table 168. Kaa IoT Platform Recent Developments
- Table 169. Global Web-Based IoT Analytics Software Market Size Forecast by Region (2026-2035) & (M USD)
- Table 170. North America Web-Based IoT Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)
- Table 171. Europe Web-Based IoT Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)
- Table 172. Asia Pacific Web-Based IoT Analytics Software Market Size Forecast by Region (2026-2035) & (M USD)
- Table 173. South America Web-Based IoT Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)
- Table 174. Middle East and Africa Web-Based IoT Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)
- Table 175. Global Web-Based IoT Analytics Software Market Size Forecast by Type (2026-2035) & (M USD)
- Table 176. Global Web-Based IoT Analytics Software Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Web-Based IoT Analytics Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Web-Based IoT Analytics Software Market Size (M USD), 2025-2035

Figure 5. Global Web-Based IoT Analytics Software Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Web-Based IoT Analytics Software Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Web-Based IoT Analytics Software Product Life Cycle

Figure 12. Global Web-Based IoT Analytics Software Revenue Share by Company in 2025

Figure 13. Web-Based IoT Analytics Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by Web-Based IoT Analytics Software Revenue in 2025

Figure 15. Value Chain Map of Web-Based IoT Analytics Software

Figure 16. Global Web-Based IoT Analytics Software Market PEST Analysis

Figure 17. Global Web-Based IoT Analytics Software Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Web-Based IoT Analytics Software Market Share by Type

Figure 20. Market Share of Web-Based IoT Analytics Software by Type (2020-2025)

Figure 21. Global Web-Based IoT Analytics Software Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Web-Based IoT Analytics Software Market Share by Application

Figure 24. Global Web-Based IoT Analytics Software Market Share by Application (2020-2025)

Figure 25. Global Web-Based IoT Analytics Software Market Share by Application in 2024

Figure 26. Global Web-Based IoT Analytics Software Market Size Growth Rate by Application (2021-2025)

Figure 27. Global Web-Based IoT Analytics Software Market Size Market Share by

Region (2020-2025)

Figure 28. North America Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Web-Based IoT Analytics Software Market Size Market Share by Country in 2024

Figure 30. U.S. Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Web-Based IoT Analytics Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Web-Based IoT Analytics Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Web-Based IoT Analytics Software Market Share by Country in 2024

Figure 35. Germany Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Web-Based IoT Analytics Software Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Web-Based IoT Analytics Software Market Size Market Share by Region in 2024

Figure 42. China Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Web-Based IoT Analytics Software Market Size and Growth

Rate (M USD)

Figure 48. South America Web-Based IoT Analytics Software Market Size Market Share by Country in 2024

Figure 49. Brazil Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Web-Based IoT Analytics Software Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Web-Based IoT Analytics Software Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Web-Based IoT Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Web-Based IoT Analytics Software Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Web-Based IoT Analytics Software Market Share Forecast by Type (2026-2035)

Figure 61. Global Web-Based IoT Analytics Software Market Share Forecast by Application (2026-2035)

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