

# Global IoT Platforms Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global IoT Platforms market size will reach 9,084.73 Million USD in 2025 and is projected to reach 34,819.85 Million USD by 2032, with a CAGR of 21.16% (2025-2032). Notably, the China IoT Platforms market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

IoT platforms are comprehensive software solutions that provide the infrastructure and tools to develop, deploy, and manage Internet of Things (IoT) applications and devices. These platforms offer a suite of services, including data storage, connectivity, device management, security, and analytics. IoT platforms act as a middleware layer, facilitating communication between IoT devices, edge computing components, and cloud services. They streamline the development process by offering standardized APIs, protocols, and tools for building and scaling IoT applications. Additionally, IoT platforms enable the collection, storage, and analysis of data generated by IoT devices, helping organizations derive valuable insights and make informed decisions. These platforms play a crucial role in orchestrating the complexity of IoT ecosystems, ensuring interoperability, security, and efficient management of connected devices in various industries, such as healthcare, smart cities, industrial IoT, and more.

The major global suppliers of IoT Platforms include PTC (ThingWorx), Cisco (Jasper), Microsoft (Azure), Google, IBM, Intel, SAP, Oracle, Amazon Web Services (AWS), Telit,

General Electric, Zebra Technologies, AT&T, Aeris, Exosite, Particle, Ayla Networks, relayr, Bosch Software Innovations, Teezle, Thales (Cinterion), Salesforce, ThingWorx, IRI, KaaloT Technologies, WSO2, GE Digital (Predix Platform), HPE, Zyter (SmartSpaces), IOTech, UrsaLeo, Verizon (ThingSpace), etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of IoT Platforms. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global IoT Platforms market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the IoT Platforms market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of IoT Platforms industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of IoT Platforms Include:

PTC (ThingWorx)

Cisco (Jasper)

Microsoft (Azure)

Google

IBM

Intel

SAP

Oracle

Amazon Web Services (AWS)

Telit

General Electric

Zebra Technologies

AT&T

Aeris

Exosite

Particle

Ayla Networks

relayr

Bosch Software Innovations

Teezle

Thales (Cinterion)

Salesforce

ThingWorx

IRI

KaaloT Technologies

WSO2

GE Digital (Predix Platform)

HPE

Zyter (SmartSpaces)

IOTech

UrsaLeo

Verizon (ThingSpace)

IoT Platforms Product Segment Include:

Consumer IoT

Business IoT

IoT Platforms Product Application Include:

Smart Home & Wearables

Smart Energy

Smart Security

Manufacturing

Transportation & Logistics

Healthcare

Others

## **Chapter Scope**

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