

# Global IoT Platforms Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global IoT Platforms market size was valued at USD 4706.7 million in 2023 and is forecast to a readjusted size of USD 19790 million by 2030 with a CAGR of 22.8% during review period.

An IoT platform means cloud-based and on premise software packages and related services that enable and support sophisticated IoT services. Speak specifically, An IoT platform combines several software functions into one solution to enable companies to develop and deploy Internet of Things solutions faster, better and cheaper.

PTC (ThingWorx), Cisco (Jasper) and Microsoft captured the top three revenue share spots in the IoT Platforms market. Cisco (Jasper) dominated with 7% revenue share, followed by PTC (ThingWorx) with 6% revenue share and Microsoft with 4% revenue share.

The Global Info Research report includes an overview of the development of the IoT Platforms industry chain, the market status of Smart Home & Wearables (Consumer IoT, Business IoT), Smart Energy (Consumer IoT, Business IoT), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of IoT Platforms.

Regionally, the report analyzes the IoT Platforms markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global IoT Platforms market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the IoT Platforms market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the IoT Platforms industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Consumer IoT, Business IoT).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the IoT Platforms market.

**Regional Analysis:** The report involves examining the IoT Platforms market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the IoT Platforms market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to IoT Platforms:

**Company Analysis:** Report covers individual IoT Platforms players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards IoT Platforms This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Smart Home & Wearables, Smart Energy).

**Technology Analysis:** Report covers specific technologies relevant to IoT Platforms. It

assesses the current state, advancements, and potential future developments in IoT Platforms areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the IoT Platforms market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

IoT Platforms market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

#### Market segment by Type

Consumer IoT

Business IoT

#### Market segment by Application

Smart Home & Wearables

Smart Energy

Smart Security

Manufacturing

Transportation & Logistics

Healthcare

Others

Market segment by players, this report covers

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

IRI

ThingWorx

KaalIoT Technologies

WSO2

GE Digital (Predix Platform)

HPE

Zyter (SmartSpaces)

IOTech

UrsaLeo

Verizon (ThingSpace)

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe IoT Platforms product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of IoT Platforms, with revenue, gross margin and global market share of IoT Platforms from 2019 to 2024.

Chapter 3, the IoT Platforms competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and IoT Platforms market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of IoT Platforms.

Chapter 13, to describe IoT Platforms research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope of IoT Platforms

1.2 Market Estimation Caveats and Base Year

1.3 Classification of IoT Platforms by Type

1.3.1 Overview: Global IoT Platforms Market Size by Type: 2019 Versus 2023 Versus 2030

1.3.2 Global IoT Platforms Consumption Value Market Share by Type in 2023

1.3.3 Consumer IoT

1.3.4 Business IoT

1.4 Global IoT Platforms Market by Application

1.4.1 Overview: Global IoT Platforms Market Size by Application: 2019 Versus 2023 Versus 2030

1.4.2 Smart Home & Wearables

1.4.3 Smart Energy

1.4.4 Smart Security

1.4.5 Manufacturing

1.4.6 Transportation & Logistics

1.4.7 Healthcare

1.4.8 Others

1.5 Global IoT Platforms Market Size & Forecast

1.6 Global IoT Platforms Market Size and Forecast by Region

1.6.1 Global IoT Platforms Market Size by Region: 2019 VS 2023 VS 2030

1.6.2 Global IoT Platforms Market Size by Region, (2019-2030)

1.6.3 North America IoT Platforms Market Size and Prospect (2019-2030)

1.6.4 Europe IoT Platforms Market Size and Prospect (2019-2030)

1.6.5 Asia-Pacific IoT Platforms Market Size and Prospect (2019-2030)

1.6.6 South America IoT Platforms Market Size and Prospect (2019-2030)

1.6.7 Middle East and Africa IoT Platforms Market Size and Prospect (2019-2030)

### 2 COMPANY PROFILES

2.1 PTC (ThingWorx)

2.1.1 PTC (ThingWorx) Details

2.1.2 PTC (ThingWorx) Major Business

2.1.3 PTC (ThingWorx) IoT Platforms Product and Solutions

2.1.4 PTC (ThingWorx) IoT Platforms Revenue, Gross Margin and Market Share

(2019-2024)

2.1.5 PTC (ThingWorx) Recent Developments and Future Plans

2.2 Cisco (Jasper)

2.2.1 Cisco (Jasper) Details

2.2.2 Cisco (Jasper) Major Business

2.2.3 Cisco (Jasper) IoT Platforms Product and Solutions

2.2.4 Cisco (Jasper) IoT Platforms Revenue, Gross Margin and Market Share

(2019-2024)

2.2.5 Cisco (Jasper) Recent Developments and Future Plans

2.3 Microsoft (Azure)

2.3.1 Microsoft (Azure) Details

2.3.2 Microsoft (Azure) Major Business

2.3.3 Microsoft (Azure) IoT Platforms Product and Solutions

2.3.4 Microsoft (Azure) IoT Platforms Revenue, Gross Margin and Market Share

(2019-2024)

2.3.5 Microsoft (Azure) Recent Developments and Future Plans

2.4 Google

2.4.1 Google Details

2.4.2 Google Major Business

2.4.3 Google IoT Platforms Product and Solutions

2.4.4 Google IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 Google Recent Developments and Future Plans

2.5 IBM

2.5.1 IBM Details

2.5.2 IBM Major Business

2.5.3 IBM IoT Platforms Product and Solutions

2.5.4 IBM IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 IBM Recent Developments and Future Plans

2.6 Intel

2.6.1 Intel Details

2.6.2 Intel Major Business

2.6.3 Intel IoT Platforms Product and Solutions

2.6.4 Intel IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Intel Recent Developments and Future Plans

2.7 SAP

2.7.1 SAP Details

2.7.2 SAP Major Business

2.7.3 SAP IoT Platforms Product and Solutions

2.7.4 SAP IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)



## 2.7.5 SAP Recent Developments and Future Plans

## 2.8 Oracle

### 2.8.1 Oracle Details

### 2.8.2 Oracle Major Business

### 2.8.3 Oracle IoT Platforms Product and Solutions

### 2.8.4 Oracle IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.8.5 Oracle Recent Developments and Future Plans

## 2.9 Amazon Web Services (AWS)

### 2.9.1 Amazon Web Services (AWS) Details

### 2.9.2 Amazon Web Services (AWS) Major Business

### 2.9.3 Amazon Web Services (AWS) IoT Platforms Product and Solutions

### 2.9.4 Amazon Web Services (AWS) IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.9.5 Amazon Web Services (AWS) Recent Developments and Future Plans

## 2.10 Telit

### 2.10.1 Telit Details

### 2.10.2 Telit Major Business

### 2.10.3 Telit IoT Platforms Product and Solutions

### 2.10.4 Telit IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.10.5 Telit Recent Developments and Future Plans

## 2.11 General Electric

### 2.11.1 General Electric Details

### 2.11.2 General Electric Major Business

### 2.11.3 General Electric IoT Platforms Product and Solutions

### 2.11.4 General Electric IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.11.5 General Electric Recent Developments and Future Plans

## 2.12 Zebra Technologies

### 2.12.1 Zebra Technologies Details

### 2.12.2 Zebra Technologies Major Business

### 2.12.3 Zebra Technologies IoT Platforms Product and Solutions

### 2.12.4 Zebra Technologies IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.12.5 Zebra Technologies Recent Developments and Future Plans

## 2.13 AT&T

### 2.13.1 AT&T Details

### 2.13.2 AT&T Major Business

### 2.13.3 AT&T IoT Platforms Product and Solutions

### 2.13.4 AT&T IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.13.5 AT&T Recent Developments and Future Plans

## 2.14 Aeris

### 2.14.1 Aeris Details

### 2.14.2 Aeris Major Business

### 2.14.3 Aeris IoT Platforms Product and Solutions

### 2.14.4 Aeris IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.14.5 Aeris Recent Developments and Future Plans

## 2.15 Exosite

### 2.15.1 Exosite Details

### 2.15.2 Exosite Major Business

### 2.15.3 Exosite IoT Platforms Product and Solutions

### 2.15.4 Exosite IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.15.5 Exosite Recent Developments and Future Plans

## 2.16 Particle

### 2.16.1 Particle Details

### 2.16.2 Particle Major Business

### 2.16.3 Particle IoT Platforms Product and Solutions

### 2.16.4 Particle IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.16.5 Particle Recent Developments and Future Plans

## 2.17 Ayla Networks

### 2.17.1 Ayla Networks Details

### 2.17.2 Ayla Networks Major Business

### 2.17.3 Ayla Networks IoT Platforms Product and Solutions

### 2.17.4 Ayla Networks IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.17.5 Ayla Networks Recent Developments and Future Plans

## 2.18 relayr

### 2.18.1 relayr Details

### 2.18.2 relayr Major Business

### 2.18.3 relayr IoT Platforms Product and Solutions

### 2.18.4 relayr IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.18.5 relayr Recent Developments and Future Plans

## 2.19 Bosch Software Innovations

### 2.19.1 Bosch Software Innovations Details

### 2.19.2 Bosch Software Innovations Major Business

### 2.19.3 Bosch Software Innovations IoT Platforms Product and Solutions

### 2.19.4 Bosch Software Innovations IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.19.5 Bosch Software Innovations Recent Developments and Future Plans

## 2.20 Teezle

### 2.20.1 Teezle Details

### 2.20.2 Teezle Major Business

### 2.20.3 Teezle IoT Platforms Product and Solutions

### 2.20.4 Teezle IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.20.5 Teezle Recent Developments and Future Plans

## 2.21 Thales (Cinterion)

### 2.21.1 Thales (Cinterion) Details

### 2.21.2 Thales (Cinterion) Major Business

### 2.21.3 Thales (Cinterion) IoT Platforms Product and Solutions

### 2.21.4 Thales (Cinterion) IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.21.5 Thales (Cinterion) Recent Developments and Future Plans

## 2.22 Salesforce

### 2.22.1 Salesforce Details

### 2.22.2 Salesforce Major Business

### 2.22.3 Salesforce IoT Platforms Product and Solutions

### 2.22.4 Salesforce IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.22.5 Salesforce Recent Developments and Future Plans

## 2.23 IRI

### 2.23.1 IRI Details

### 2.23.2 IRI Major Business

### 2.23.3 IRI IoT Platforms Product and Solutions

### 2.23.4 IRI IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.23.5 IRI Recent Developments and Future Plans

## 2.24 ThingWorx

### 2.24.1 ThingWorx Details

### 2.24.2 ThingWorx Major Business

### 2.24.3 ThingWorx IoT Platforms Product and Solutions

### 2.24.4 ThingWorx IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.24.5 ThingWorx Recent Developments and Future Plans

## 2.25 KaaloT Technologies

### 2.25.1 KaaloT Technologies Details

### 2.25.2 KaaloT Technologies Major Business

### 2.25.3 KaaloT Technologies IoT Platforms Product and Solutions

### 2.25.4 KaaloT Technologies IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

- 2.25.5 KaaloT Technologies Recent Developments and Future Plans
- 2.26 WSO2
  - 2.26.1 WSO2 Details
  - 2.26.2 WSO2 Major Business
  - 2.26.3 WSO2 IoT Platforms Product and Solutions
  - 2.26.4 WSO2 IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)
  - 2.26.5 WSO2 Recent Developments and Future Plans
- 2.27 GE Digital (Predix Platform)
  - 2.27.1 GE Digital (Predix Platform) Details
  - 2.27.2 GE Digital (Predix Platform) Major Business
  - 2.27.3 GE Digital (Predix Platform) IoT Platforms Product and Solutions
  - 2.27.4 GE Digital (Predix Platform) IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)
  - 2.27.5 GE Digital (Predix Platform) Recent Developments and Future Plans
- 2.28 HPE
  - 2.28.1 HPE Details
  - 2.28.2 HPE Major Business
  - 2.28.3 HPE IoT Platforms Product and Solutions
  - 2.28.4 HPE IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)
  - 2.28.5 HPE Recent Developments and Future Plans
- 2.29 Zyter (SmartSpaces)
  - 2.29.1 Zyter (SmartSpaces) Details
  - 2.29.2 Zyter (SmartSpaces) Major Business
  - 2.29.3 Zyter (SmartSpaces) IoT Platforms Product and Solutions
  - 2.29.4 Zyter (SmartSpaces) IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)
  - 2.29.5 Zyter (SmartSpaces) Recent Developments and Future Plans
- 2.30 IOTech
  - 2.30.1 IOTech Details
  - 2.30.2 IOTech Major Business
  - 2.30.3 IOTech IoT Platforms Product and Solutions
  - 2.30.4 IOTech IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)
  - 2.30.5 IOTech Recent Developments and Future Plans
- 2.31 UrsaLeo
  - 2.31.1 UrsaLeo Details
  - 2.31.2 UrsaLeo Major Business
  - 2.31.3 UrsaLeo IoT Platforms Product and Solutions
  - 2.31.4 UrsaLeo IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)
  - 2.31.5 UrsaLeo Recent Developments and Future Plans

## 2.32 Verizon (ThingSpace)

### 2.32.1 Verizon (ThingSpace) Details

### 2.32.2 Verizon (ThingSpace) Major Business

### 2.32.3 Verizon (ThingSpace) IoT Platforms Product and Solutions

### 2.32.4 Verizon (ThingSpace) IoT Platforms Revenue, Gross Margin and Market Share (2019-2024)

### 2.32.5 Verizon (ThingSpace) Recent Developments and Future Plans

## **3 MARKET COMPETITION, BY PLAYERS**

### 3.1 Global IoT Platforms Revenue and Share by Players (2019-2024)

### 3.2 Market Share Analysis (2023)

#### 3.2.1 Market Share of IoT Platforms by Company Revenue

#### 3.2.2 Top 3 IoT Platforms Players Market Share in 2023

#### 3.2.3 Top 6 IoT Platforms Players Market Share in 2023

### 3.3 IoT Platforms Market: Overall Company Footprint Analysis

#### 3.3.1 IoT Platforms Market: Region Footprint

#### 3.3.2 IoT Platforms Market: Company Product Type Footprint

#### 3.3.3 IoT Platforms Market: Company Product Application Footprint

### 3.4 New Market Entrants and Barriers to Market Entry

### 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY TYPE**

### 4.1 Global IoT Platforms Consumption Value and Market Share by Type (2019-2024)

### 4.2 Global IoT Platforms Market Forecast by Type (2025-2030)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

### 5.1 Global IoT Platforms Consumption Value Market Share by Application (2019-2024)

### 5.2 Global IoT Platforms Market Forecast by Application (2025-2030)

## **6 NORTH AMERICA**

### 6.1 North America IoT Platforms Consumption Value by Type (2019-2030)

### 6.2 North America IoT Platforms Consumption Value by Application (2019-2030)

### 6.3 North America IoT Platforms Market Size by Country

#### 6.3.1 North America IoT Platforms Consumption Value by Country (2019-2030)

#### 6.3.2 United States IoT Platforms Market Size and Forecast (2019-2030)

6.3.3 Canada IoT Platforms Market Size and Forecast (2019-2030)

6.3.4 Mexico IoT Platforms Market Size and Forecast (2019-2030)

## **7 EUROPE**

7.1 Europe IoT Platforms Consumption Value by Type (2019-2030)

7.2 Europe IoT Platforms Consumption Value by Application (2019-2030)

7.3 Europe IoT Platforms Market Size by Country

7.3.1 Europe IoT Platforms Consumption Value by Country (2019-2030)

7.3.2 Germany IoT Platforms Market Size and Forecast (2019-2030)

7.3.3 France IoT Platforms Market Size and Forecast (2019-2030)

7.3.4 United Kingdom IoT Platforms Market Size and Forecast (2019-2030)

7.3.5 Russia IoT Platforms Market Size and Forecast (2019-2030)

7.3.6 Italy IoT Platforms Market Size and Forecast (2019-2030)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific IoT Platforms Consumption Value by Type (2019-2030)

8.2 Asia-Pacific IoT Platforms Consumption Value by Application (2019-2030)

8.3 Asia-Pacific IoT Platforms Market Size by Region

8.3.1 Asia-Pacific IoT Platforms Consumption Value by Region (2019-2030)

8.3.2 China IoT Platforms Market Size and Forecast (2019-2030)

8.3.3 Japan IoT Platforms Market Size and Forecast (2019-2030)

8.3.4 South Korea IoT Platforms Market Size and Forecast (2019-2030)

8.3.5 India IoT Platforms Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia IoT Platforms Market Size and Forecast (2019-2030)

8.3.7 Australia IoT Platforms Market Size and Forecast (2019-2030)

## **9 SOUTH AMERICA**

9.1 South America IoT Platforms Consumption Value by Type (2019-2030)

9.2 South America IoT Platforms Consumption Value by Application (2019-2030)

9.3 South America IoT Platforms Market Size by Country

9.3.1 South America IoT Platforms Consumption Value by Country (2019-2030)

9.3.2 Brazil IoT Platforms Market Size and Forecast (2019-2030)

9.3.3 Argentina IoT Platforms Market Size and Forecast (2019-2030)

## **10 MIDDLE EAST & AFRICA**

- 10.1 Middle East & Africa IoT Platforms Consumption Value by Type (2019-2030)
- 10.2 Middle East & Africa IoT Platforms Consumption Value by Application (2019-2030)
- 10.3 Middle East & Africa IoT Platforms Market Size by Country
  - 10.3.1 Middle East & Africa IoT Platforms Consumption Value by Country (2019-2030)
  - 10.3.2 Turkey IoT Platforms Market Size and Forecast (2019-2030)
  - 10.3.3 Saudi Arabia IoT Platforms Market Size and Forecast (2019-2030)
  - 10.3.4 UAE IoT Platforms Market Size and Forecast (2019-2030)

## **11 MARKET DYNAMICS**

- 11.1 IoT Platforms Market Drivers
- 11.2 IoT Platforms Market Restraints
- 11.3 IoT Platforms Trends Analysis
- 11.4 Porters Five Forces Analysis
  - 11.4.1 Threat of New Entrants
  - 11.4.2 Bargaining Power of Suppliers
  - 11.4.3 Bargaining Power of Buyers
  - 11.4.4 Threat of Substitutes
  - 11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

- 12.1 IoT Platforms Industry Chain
- 12.2 IoT Platforms Upstream Analysis
- 12.3 IoT Platforms Midstream Analysis
- 12.4 IoT Platforms Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global IoT Platforms Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global IoT Platforms Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global IoT Platforms Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global IoT Platforms Consumption Value by Region (2025-2030) & (USD Million)

Table 5. PTC (ThingWorx) Company Information, Head Office, and Major Competitors

Table 6. PTC (ThingWorx) Major Business

Table 7. PTC (ThingWorx) IoT Platforms Product and Solutions

Table 8. PTC (ThingWorx) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. PTC (ThingWorx) Recent Developments and Future Plans

Table 10. Cisco (Jasper) Company Information, Head Office, and Major Competitors

Table 11. Cisco (Jasper) Major Business

Table 12. Cisco (Jasper) IoT Platforms Product and Solutions

Table 13. Cisco (Jasper) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Cisco (Jasper) Recent Developments and Future Plans

Table 15. Microsoft (Azure) Company Information, Head Office, and Major Competitors

Table 16. Microsoft (Azure) Major Business

Table 17. Microsoft (Azure) IoT Platforms Product and Solutions

Table 18. Microsoft (Azure) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Microsoft (Azure) Recent Developments and Future Plans

Table 20. Google Company Information, Head Office, and Major Competitors

Table 21. Google Major Business

Table 22. Google IoT Platforms Product and Solutions

Table 23. Google IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Google Recent Developments and Future Plans

Table 25. IBM Company Information, Head Office, and Major Competitors

Table 26. IBM Major Business

Table 27. IBM IoT Platforms Product and Solutions



Table 28. IBM IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. IBM Recent Developments and Future Plans

Table 30. Intel Company Information, Head Office, and Major Competitors

Table 31. Intel Major Business

Table 32. Intel IoT Platforms Product and Solutions

Table 33. Intel IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Intel Recent Developments and Future Plans

Table 35. SAP Company Information, Head Office, and Major Competitors

Table 36. SAP Major Business

Table 37. SAP IoT Platforms Product and Solutions

Table 38. SAP IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. SAP Recent Developments and Future Plans

Table 40. Oracle Company Information, Head Office, and Major Competitors

Table 41. Oracle Major Business

Table 42. Oracle IoT Platforms Product and Solutions

Table 43. Oracle IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Oracle Recent Developments and Future Plans

Table 45. Amazon Web Services (AWS) Company Information, Head Office, and Major Competitors

Table 46. Amazon Web Services (AWS) Major Business

Table 47. Amazon Web Services (AWS) IoT Platforms Product and Solutions

Table 48. Amazon Web Services (AWS) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. Amazon Web Services (AWS) Recent Developments and Future Plans

Table 50. Telit Company Information, Head Office, and Major Competitors

Table 51. Telit Major Business

Table 52. Telit IoT Platforms Product and Solutions

Table 53. Telit IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. Telit Recent Developments and Future Plans

Table 55. General Electric Company Information, Head Office, and Major Competitors

Table 56. General Electric Major Business

Table 57. General Electric IoT Platforms Product and Solutions

Table 58. General Electric IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. General Electric Recent Developments and Future Plans

Table 60. Zebra Technologies Company Information, Head Office, and Major Competitors

Table 61. Zebra Technologies Major Business

Table 62. Zebra Technologies IoT Platforms Product and Solutions

Table 63. Zebra Technologies IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Zebra Technologies Recent Developments and Future Plans

Table 65. AT&T Company Information, Head Office, and Major Competitors

Table 66. AT&T Major Business

Table 67. AT&T IoT Platforms Product and Solutions

Table 68. AT&T IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. AT&T Recent Developments and Future Plans

Table 70. Aeris Company Information, Head Office, and Major Competitors

Table 71. Aeris Major Business

Table 72. Aeris IoT Platforms Product and Solutions

Table 73. Aeris IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 74. Aeris Recent Developments and Future Plans

Table 75. Exosite Company Information, Head Office, and Major Competitors

Table 76. Exosite Major Business

Table 77. Exosite IoT Platforms Product and Solutions

Table 78. Exosite IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 79. Exosite Recent Developments and Future Plans

Table 80. Particle Company Information, Head Office, and Major Competitors

Table 81. Particle Major Business

Table 82. Particle IoT Platforms Product and Solutions

Table 83. Particle IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 84. Particle Recent Developments and Future Plans

Table 85. Ayla Networks Company Information, Head Office, and Major Competitors

Table 86. Ayla Networks Major Business

Table 87. Ayla Networks IoT Platforms Product and Solutions

Table 88. Ayla Networks IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 89. Ayla Networks Recent Developments and Future Plans

Table 90. relayr Company Information, Head Office, and Major Competitors

Table 91. relayr Major Business

Table 92. relayr IoT Platforms Product and Solutions

Table 93. relayr IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 94. relayr Recent Developments and Future Plans

Table 95. Bosch Software Innovations Company Information, Head Office, and Major Competitors

Table 96. Bosch Software Innovations Major Business

Table 97. Bosch Software Innovations IoT Platforms Product and Solutions

Table 98. Bosch Software Innovations IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 99. Bosch Software Innovations Recent Developments and Future Plans

Table 100. Teezle Company Information, Head Office, and Major Competitors

Table 101. Teezle Major Business

Table 102. Teezle IoT Platforms Product and Solutions

Table 103. Teezle IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 104. Teezle Recent Developments and Future Plans

Table 105. Thales (Cinterion) Company Information, Head Office, and Major Competitors

Table 106. Thales (Cinterion) Major Business

Table 107. Thales (Cinterion) IoT Platforms Product and Solutions

Table 108. Thales (Cinterion) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 109. Thales (Cinterion) Recent Developments and Future Plans

Table 110. Salesforce Company Information, Head Office, and Major Competitors

Table 111. Salesforce Major Business

Table 112. Salesforce IoT Platforms Product and Solutions

Table 113. Salesforce IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 114. Salesforce Recent Developments and Future Plans

Table 115. IRI Company Information, Head Office, and Major Competitors

Table 116. IRI Major Business

Table 117. IRI IoT Platforms Product and Solutions

Table 118. IRI IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 119. IRI Recent Developments and Future Plans

Table 120. ThingWorx Company Information, Head Office, and Major Competitors

Table 121. ThingWorx Major Business

Table 122. ThingWorx IoT Platforms Product and Solutions

Table 123. ThingWorx IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 124. ThingWorx Recent Developments and Future Plans

Table 125. KaaloT Technologies Company Information, Head Office, and Major Competitors

Table 126. KaaloT Technologies Major Business

Table 127. KaaloT Technologies IoT Platforms Product and Solutions

Table 128. KaaloT Technologies IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 129. KaaloT Technologies Recent Developments and Future Plans

Table 130. WSO2 Company Information, Head Office, and Major Competitors

Table 131. WSO2 Major Business

Table 132. WSO2 IoT Platforms Product and Solutions

Table 133. WSO2 IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 134. WSO2 Recent Developments and Future Plans

Table 135. GE Digital (Predix Platform) Company Information, Head Office, and Major Competitors

Table 136. GE Digital (Predix Platform) Major Business

Table 137. GE Digital (Predix Platform) IoT Platforms Product and Solutions

Table 138. GE Digital (Predix Platform) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 139. GE Digital (Predix Platform) Recent Developments and Future Plans

Table 140. HPE Company Information, Head Office, and Major Competitors

Table 141. HPE Major Business

Table 142. HPE IoT Platforms Product and Solutions

Table 143. HPE IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 144. HPE Recent Developments and Future Plans

Table 145. Zyter (SmartSpaces) Company Information, Head Office, and Major Competitors

Table 146. Zyter (SmartSpaces) Major Business

Table 147. Zyter (SmartSpaces) IoT Platforms Product and Solutions

Table 148. Zyter (SmartSpaces) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 149. Zyter (SmartSpaces) Recent Developments and Future Plans

Table 150. IOTech Company Information, Head Office, and Major Competitors

Table 151. IOTech Major Business

- Table 152. IOTech IoT Platforms Product and Solutions
- Table 153. IOTech IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 154. IOTech Recent Developments and Future Plans
- Table 155. UrsaLeo Company Information, Head Office, and Major Competitors
- Table 156. UrsaLeo Major Business
- Table 157. UrsaLeo IoT Platforms Product and Solutions
- Table 158. UrsaLeo IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 159. UrsaLeo Recent Developments and Future Plans
- Table 160. Verizon (ThingSpace) Company Information, Head Office, and Major Competitors
- Table 161. Verizon (ThingSpace) Major Business
- Table 162. Verizon (ThingSpace) IoT Platforms Product and Solutions
- Table 163. Verizon (ThingSpace) IoT Platforms Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 164. Verizon (ThingSpace) Recent Developments and Future Plans
- Table 165. Global IoT Platforms Revenue (USD Million) by Players (2019-2024)
- Table 166. Global IoT Platforms Revenue Share by Players (2019-2024)
- Table 167. Breakdown of IoT Platforms by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 168. Market Position of Players in IoT Platforms, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023
- Table 169. Head Office of Key IoT Platforms Players
- Table 170. IoT Platforms Market: Company Product Type Footprint
- Table 171. IoT Platforms Market: Company Product Application Footprint
- Table 172. IoT Platforms New Market Entrants and Barriers to Market Entry
- Table 173. IoT Platforms Mergers, Acquisition, Agreements, and Collaborations
- Table 174. Global IoT Platforms Consumption Value (USD Million) by Type (2019-2024)
- Table 175. Global IoT Platforms Consumption Value Share by Type (2019-2024)
- Table 176. Global IoT Platforms Consumption Value Forecast by Type (2025-2030)
- Table 177. Global IoT Platforms Consumption Value by Application (2019-2024)
- Table 178. Global IoT Platforms Consumption Value Forecast by Application (2025-2030)
- Table 179. North America IoT Platforms Consumption Value by Type (2019-2024) & (USD Million)
- Table 180. North America IoT Platforms Consumption Value by Type (2025-2030) & (USD Million)
- Table 181. North America IoT Platforms Consumption Value by Application (2019-2024) & (USD Million)

Table 182. North America IoT Platforms Consumption Value by Application (2025-2030) & (USD Million)

Table 183. North America IoT Platforms Consumption Value by Country (2019-2024) & (USD Million)

Table 184. North America IoT Platforms Consumption Value by Country (2025-2030) & (USD Million)

Table 185. Europe IoT Platforms Consumption Value by Type (2019-2024) & (USD Million)

Table 186. Europe IoT Platforms Consumption Value by Type (2025-2030) & (USD Million)

Table 187. Europe IoT Platforms Consumption Value by Application (2019-2024) & (USD Million)

Table 188. Europe IoT Platforms Consumption Value by Application (2025-2030) & (USD Million)

Table 189. Europe IoT Platforms Consumption Value by Country (2019-2024) & (USD Million)

Table 190. Europe IoT Platforms Consumption Value by Country (2025-2030) & (USD Million)

Table 191. Asia-Pacific IoT Platforms Consumption Value by Type (2019-2024) & (USD Million)

Table 192. Asia-Pacific IoT Platforms Consumption Value by Type (2025-2030) & (USD Million)

Table 193. Asia-Pacific IoT Platforms Consumption Value by Application (2019-2024) & (USD Million)

Table 194. Asia-Pacific IoT Platforms Consumption Value by Application (2025-2030) & (USD Million)

Table 195. Asia-Pacific IoT Platforms Consumption Value by Region (2019-2024) & (USD Million)

Table 196. Asia-Pacific IoT Platforms Consumption Value by Region (2025-2030) & (USD Million)

Table 197. South America IoT Platforms Consumption Value by Type (2019-2024) & (USD Million)

Table 198. South America IoT Platforms Consumption Value by Type (2025-2030) & (USD Million)

Table 199. South America IoT Platforms Consumption Value by Application (2019-2024) & (USD Million)

Table 200. South America IoT Platforms Consumption Value by Application (2025-2030) & (USD Million)

Table 201. South America IoT Platforms Consumption Value by Country (2019-2024) &

(USD Million)

Table 202. South America IoT Platforms Consumption Value by Country (2025-2030) & (USD Million)

Table 203. Middle East & Africa IoT Platforms Consumption Value by Type (2019-2024) & (USD Million)

Table 204. Middle East & Africa IoT Platforms Consumption Value by Type (2025-2030) & (USD Million)

Table 205. Middle East & Africa IoT Platforms Consumption Value by Application (2019-2024) & (USD Million)

Table 206. Middle East & Africa IoT Platforms Consumption Value by Application (2025-2030) & (USD Million)

Table 207. Middle East & Africa IoT Platforms Consumption Value by Country (2019-2024) & (USD Million)

Table 208. Middle East & Africa IoT Platforms Consumption Value by Country (2025-2030) & (USD Million)

Table 209. IoT Platforms Raw Material

Table 210. Key Suppliers of IoT Platforms Raw Materials

## List Of Figures

### LIST OF FIGURES

Figure 1. IoT Platforms Picture

Figure 2. Global IoT Platforms Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global IoT Platforms Consumption Value Market Share by Type in 2023

Figure 4. Consumer IoT

Figure 5. Business IoT

Figure 6. Global IoT Platforms Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. IoT Platforms Consumption Value Market Share by Application in 2023

Figure 8. Smart Home & Wearables Picture

Figure 9. Smart Energy Picture

Figure 10. Smart Security Picture

Figure 11. Manufacturing Picture

Figure 12. Transportation & Logistics Picture

Figure 13. Healthcare Picture

Figure 14. Others Picture

Figure 15. Global IoT Platforms Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 16. Global IoT Platforms Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 17. Global Market IoT Platforms Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 18. Global IoT Platforms Consumption Value Market Share by Region (2019-2030)

Figure 19. Global IoT Platforms Consumption Value Market Share by Region in 2023

Figure 20. North America IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 21. Europe IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 22. Asia-Pacific IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 23. South America IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 24. Middle East and Africa IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 25. Global IoT Platforms Revenue Share by Players in 2023

Figure 26. IoT Platforms Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in



2023

Figure 27. Global Top 3 Players IoT Platforms Market Share in 2023

Figure 28. Global Top 6 Players IoT Platforms Market Share in 2023

Figure 29. Global IoT Platforms Consumption Value Share by Type (2019-2024)

Figure 30. Global IoT Platforms Market Share Forecast by Type (2025-2030)

Figure 31. Global IoT Platforms Consumption Value Share by Application (2019-2024)

Figure 32. Global IoT Platforms Market Share Forecast by Application (2025-2030)

Figure 33. North America IoT Platforms Consumption Value Market Share by Type (2019-2030)

Figure 34. North America IoT Platforms Consumption Value Market Share by Application (2019-2030)

Figure 35. North America IoT Platforms Consumption Value Market Share by Country (2019-2030)

Figure 36. United States IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 37. Canada IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 38. Mexico IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 39. Europe IoT Platforms Consumption Value Market Share by Type (2019-2030)

Figure 40. Europe IoT Platforms Consumption Value Market Share by Application (2019-2030)

Figure 41. Europe IoT Platforms Consumption Value Market Share by Country (2019-2030)

Figure 42. Germany IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 43. France IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 44. United Kingdom IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 45. Russia IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 46. Italy IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 47. Asia-Pacific IoT Platforms Consumption Value Market Share by Type (2019-2030)

Figure 48. Asia-Pacific IoT Platforms Consumption Value Market Share by Application (2019-2030)

Figure 49. Asia-Pacific IoT Platforms Consumption Value Market Share by Region (2019-2030)

Figure 50. China IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 51. Japan IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 52. South Korea IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 53. India IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 54. Southeast Asia IoT Platforms Consumption Value (2019-2030) & (USD

Million)

Figure 55. Australia IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 56. South America IoT Platforms Consumption Value Market Share by Type (2019-2030)

Figure 57. South America IoT Platforms Consumption Value Market Share by Application (2019-2030)

Figure 58. South America IoT Platforms Consumption Value Market Share by Country (2019-2030)

Figure 59. Brazil IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 60. Argentina IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 61. Middle East and Africa IoT Platforms Consumption Value Market Share by Type (2019-2030)

Figure 62. Middle East and Africa IoT Platforms Consumption Value Market Share by Application (2019-2030)

Figure 63. Middle East and Africa IoT Platforms Consumption Value Market Share by Country (2019-2030)

Figure 64. Turkey IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 65. Saudi Arabia IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 66. UAE IoT Platforms Consumption Value (2019-2030) & (USD Million)

Figure 67. IoT Platforms Market Drivers

Figure 68. IoT Platforms Market Restraints

Figure 69. IoT Platforms Market Trends

Figure 70. Porters Five Forces Analysis

Figure 71. Manufacturing Cost Structure Analysis of IoT Platforms in 2023

Figure 72. Manufacturing Process Analysis of IoT Platforms

Figure 73. IoT Platforms Industrial Chain

Figure 74. Methodology

Figure 75. Research Process and Data Source

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