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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.

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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

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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

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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

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Bosch Software Innovations

Teezle

Thales (Cinterion)

Salesforce

IRI

ThingWorx

KaaIoT 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)

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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.

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