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Global Internet of things (IOT) in retail 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 Internet of things (IOT) in retail market size was valued at USD 17770 million in 2023 and is forecast to a readjusted size of USD 50980 million by 2030 with a CAGR of 16.2% during review period.

The Internet of Things (IoT) is a network of connected physical objects embedded with sensors. IoT allows these devices to communicate, analyze and share data about the physical world around us via networks and cloud-based software platforms.

According to our research, the number of global connected IoT devices was about 14 billion, grew by 18% compared to 2021. The data released by the Office of the Central Cyberspace Affairs Commission shows that, by the end of 2022, China has built and opened a total of 2.3 million 5G base stations. 110 cities across the country have reached the gigabit city construction standards. Gigabit optical network has the ability to cover more than 500 million households. IPv6 scale deployment application is deeply promoted. The number of active users exceeds 700 million, mobile network IPv6 traffic accounted for nearly 50%. The total size of China's data center racks exceeds 6.5 million standard racks, with an average annual growth rate of more than 30% in the past five years.

The Global Info Research report includes an overview of the development of the Internet of things (IOT) in retail industry chain, the market status of Digital Signage (Hardware, Software), Supply Chain Management (Hardware, Software), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Internet of things (IOT) in

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retail.

Regionally, the report analyzes the Internet of things (IOT) in retail 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 Internet of things (IOT) in retail market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Internet of things (IOT) in retail 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 Internet of things (IOT) in retail 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., Hardware, Software).

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 Internet of things (IOT) in retail market.

Regional Analysis: The report involves examining the Internet of things (IOT) in retail 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 Internet of things (IOT) in retail market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Internet of things (IOT) in retail:

Company Analysis: Report covers individual Internet of things (IOT) in retail 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 Internet of things (IOT) in retail This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Digital Signage, Supply Chain Management).

Technology Analysis: Report covers specific technologies relevant to Internet of things (IOT) in retail. It assesses the current state, advancements, and potential future developments in Internet of things (IOT) in retail areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Internet of things (IOT) in retail 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

Internet of things (IOT) in retail 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

Hardware

Software

Service

Market segment by Application

Digital Signage

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Supply Chain Management

Payment

Smart Shelf

Others

Market segment by players, this report covers

Cisco

IBM

Intel

Microsoft

PTC

Huawei

Sierra Wireless

AWS

ARM

SAP

Zebra

Software AG

Bosch.IO

Google

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NEC Corporation

Oracle

AT&T

Vodafone

Softweb Solutions

Happiest Minds

Telit

Allerin

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 Internet of things (IOT) in retail product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Internet of things (IOT) in retail, with revenue, gross margin and global market share of Internet of things (IOT) in retail from 2019 to

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2024.

Chapter 3, the Internet of things (IOT) in retail 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 Internet of things (IOT) in retail 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 Internet of things (IOT) in retail.

Chapter 13, to describe Internet of things (IOT) in retail research findings and conclusion.

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