

Global NB-IoT Direct Reading Remote Transmission Water Meter Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global NB-IoT Direct Reading Remote Transmission Water Meter market size is expected to reach \$ 552 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

An NB-IoT Direct Reading Remote Transmission Water Meter is a smart metering device that integrates a mechanical or electronic direct-reading register with Narrowband Internet of Things (NB-IoT) communication technology, enabling automatic, low-power, long-range transmission of accurate water consumption data to utility management platforms without manual intervention.

The upstream of the NB-IoT direct reading remote transmission water meter industry chain consists of electronic components suppliers including chips, sensors, communication modules, valves, and battery manufacturers alongside raw material providers such as brass, plastics, and stainless steel, while the midstream includes meter manufacturers responsible for design, assembly, software integration, and system testing, and the downstream encompasses telecom operators providing NB-IoT connectivity, system integrators delivering data platforms, and end users such as municipal utilities, real estate developers, industrial facilities, and agricultural sectors deploying smart water management solutions to improve efficiency, reduce leakage, and enable digital billing and monitoring services.

Globally, numerous smart water infrastructure projects under construction and planning involve large-scale deployment of NB-IoT direct reading remote transmission water meters, including nationwide smart metering upgrades in China, India, and Southeast Asia, urban digital water network programs in Europe, smart city initiatives in the Middle

East, and pilot leakage reduction and remote billing projects in Africa and Latin America, with governments, utilities, and telecom operators collaborating to replace traditional meters, expand NB-IoT coverage, and integrate cloud-based water management platforms, aiming to improve resource efficiency, reduce non-revenue water, and support sustainable urbanization and infrastructure digitalization goals.

2025 Global Market sales Volume: 8.5 Million Units. Average Global Market Price: USD 45/Unit. Market Average Gross Profit Margin: 32%.

The NB-IoT direct reading remote transmission water meter market is experiencing rapid growth driven by the global transition toward smart water management and digital infrastructure, with utilities increasingly replacing traditional mechanical meters with intelligent IoT-enabled solutions that provide real-time data, reduce labor costs, and improve billing accuracy. The market development is strongly supported by the expansion of NB-IoT networks, favorable government policies promoting smart cities, and rising concerns over water scarcity and non-revenue water losses. Regionally, Asia-Pacific dominates the market, particularly China and India, due to large-scale urbanization and government-led smart metering programs, while Europe shows steady growth driven by regulatory pressure on water efficiency, and the Middle East and Africa are emerging markets with strong potential due to infrastructure modernization needs.

Opportunities in this market include integration with advanced data analytics platforms, AI-driven leakage detection, and the bundling of water meters with broader smart utility ecosystems, while the declining cost of NB-IoT modules and improved battery life further enhance adoption. However, risks include high initial deployment costs, interoperability challenges, cybersecurity concerns, and dependence on telecom infrastructure reliability. Market trends indicate a shift toward ultrasonic and solid-state meters for higher accuracy, increasing demand for ultra-low-power designs with 10+ year battery life, and the convergence of water metering with smart city IoT platforms.

Competitive characteristics show a moderately fragmented market with strong participation from traditional water meter manufacturers transitioning into smart solutions alongside new IoT-focused entrants, with competition centered on product reliability, communication stability, platform integration capabilities, and cost efficiency, while strategic partnerships between meter manufacturers and telecom operators are becoming increasingly important to secure large-scale deployment contracts and long-term service revenues.

This report studies the global NB-IoT Direct Reading Remote Transmission Water Meter

production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for NB-IoT Direct Reading Remote Transmission Water Meter and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of NB-IoT Direct Reading Remote Transmission Water Meter that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global NB-IoT Direct Reading Remote Transmission Water Meter total production and demand, 2021-2032, (Units)

Global NB-IoT Direct Reading Remote Transmission Water Meter total production value, 2021-2032, (USD Million)

Global NB-IoT Direct Reading Remote Transmission Water Meter production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global NB-IoT Direct Reading Remote Transmission Water Meter consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: NB-IoT Direct Reading Remote Transmission Water Meter domestic production, consumption, key domestic manufacturers and share

Global NB-IoT Direct Reading Remote Transmission Water Meter production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global NB-IoT Direct Reading Remote Transmission Water Meter production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global NB-IoT Direct Reading Remote Transmission Water Meter production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global NB-IoT Direct Reading Remote Transmission Water Meter market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ZENNER, Maddalena, Sanchuan Smart Technology Co., Ltd, Shaanxi Water Development Group, Honeywell, Kamstrup, Landis+Gyr, EMS (ENERGY MANAGEMENT SYSTEM Co., Ltd), Ningbo Jiangbei Water Meter Factory, Ningbo Zlink Technology Co, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World NB-IoT Direct Reading Remote Transmission Water Meter market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global NB-IoT Direct Reading Remote Transmission Water Meter Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global NB-IoT Direct Reading Remote Transmission Water Meter Market,
Segmentation by Type:

Mechanical Water Meter

Ultrasonic Water Meter

Electromagnetic Water Meter

Global NB-IoT Direct Reading Remote Transmission Water Meter Market,
Segmentation by Communication Mode:

NB-IoT Standalone Type

NB-IoT With LoRa Hybrid Type

NB-IoT With 4G Backup Type

Global NB-IoT Direct Reading Remote Transmission Water Meter Market,
Segmentation by Installation Structure:

Horizontal Installation Type

Vertical Installation Type

Global NB-IoT Direct Reading Remote Transmission Water Meter Market,
Segmentation by Application:

Residential & Commercial

Industrial

Companies Profiled:

ZENNER

Maddalena

Sanchuan Smart Technology Co., Ltd

Shaanxi Water Development Group

Honeywell

Kamstrup

Landis+Gyr

EMS (ENERGY MANAGEMENT SYSTEM Co., Ltd)

Ningbo Jiangbei Water Meter Factory

Ningbo Zlink Technology Co

Wuhan Hanshui High-Tech Technology Co

Kaifeng Shengda Water Meter Co

Key Questions Answered:

1. How big is the global NB-IoT Direct Reading Remote Transmission Water Meter market?
2. What is the demand of the global NB-IoT Direct Reading Remote Transmission Water Meter market?
3. What is the year over year growth of the global NB-IoT Direct Reading Remote Transmission Water Meter market?
4. What is the production and production value of the global NB-IoT Direct Reading Remote Transmission Water Meter market?
5. Who are the key producers in the global NB-IoT Direct Reading Remote Transmission Water Meter market?
6. What are the growth factors driving the market demand?

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