

Global Retail M2M Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Retail M2M market size was valued at US\$ 3423 million in 2025 and is forecast to a readjusted size of US\$ 6761 million by 2032 with a CAGR of 10.2% during review period.

Retail M2M refer to connectivity,device management,cloud platform,edge gateway,security,monitoring,and application-integration services that connect retail devices,machines,and store assets to enterprise systems for automated data exchange and remote management.The service scope covers connected POS terminals,self-checkout machines,vending machines,digital signage,electronic shelf-label gateways,smart shelves,refrigeration units,RFID and Bluetooth gateways,people-counting sensors,environmental sensors,cameras,security devices,warehouse assets,returnable transport items,and mobile retail devices.These services allow retailers to monitor device health,manage connectivity,collect operational data,improve inventory visibility,reduce manual maintenance,secure payment-related endpoints,enable automated replenishment,optimize energy use,and support smarter customer experiences across distributed store networks.The category is service-oriented and typically includes cellular connectivity,eSIM or IoT SIM management,IoT platforms,remote diagnostics,data routing,security controls,analytics,and managed services rather than standalone hardware products.

Based on our research,the scope of “M2M services in retail” should be upgraded to Retail M2M/IoT Services,but it should not be broadened into the entire smart retail software or retail IT market.Early M2M deployments in retail focused on connecting POS terminals,vending machines,self-service kiosks,and remote devices through cellular networks.The service value was mainly SIM connectivity,data plans,uptime,and remote maintenance.Today,retailers increasingly need real-time data from

stores, inventory, cold-chain equipment, digital signage, payment devices, and customer-facing endpoints to flow into operational systems. This shift is moving the market from pure connectivity toward connectivity plus platform, security, data, and managed services. Official materials from AT&T, Verizon, Vodafone, KORE, and Aeris all connect retail IoT services with automated retail, self-service devices, digital signage, inventory, device visibility, security, and operational efficiency, which supports treating the category as a retail digital-infrastructure service segment rather than a hardware market.

From a supply perspective, the market is multi-layered. Telecom operators such as Vodafone, AT&T, Verizon, Deutsche Telekom, Orange, Telefónica, China Mobile, China Telecom, and China Unicom provide wide-area connectivity, IoT SIM/eSIM management, enterprise billing, and managed network services. IoT connectivity specialists such as KORE, Aeris, WirelessLogic, 1NCE, Eseye, floLIVE, and Soracom differentiate through multi-operator access, global coverage, API-based connectivity management, security controls, and simplified deployment. Cloud and enterprise-platform providers such as AWS, Microsoft, Huawei Cloud, Cisco, IBM, SAP, and PTC support device ingestion, data processing, edge analytics, inventory applications, and retail business integration. The most important competitive variables are no longer raw connectivity price alone, but coverage, uptime, security, device lifecycle management, PCI-sensitive endpoint protection, platform openness, API quality, analytics integration, and the ability to support multi-country retail rollouts.

Demand growth is being driven by four core retail use cases. The first is transaction and payment infrastructure, including connected POS, self-checkout, and unattended retail equipment, where uptime and secure connectivity directly affect revenue. The second is store operations, including refrigeration, digital signage, electronic shelf labels, people-counting sensors, security devices, and energy-management equipment. The third is inventory and supply-chain visibility, where RFID, BLE, gateways, and smart shelves can improve stock accuracy and replenishment efficiency. The fourth is distributed and temporary retail, including pop-up stores, remote outlets, gas-station convenience stores, vending networks, and mobile retail devices, where cellular M2M enables fast deployment without fixed-line dependency. The official retail pages from Aeris, KORE, T-Mobile, and Microsoft Azure IoT show that retail IoT is already being applied to kiosks, checkout terminals, digital signage, inventory management, customer engagement, and smart store operations.

From a technology perspective, Retail M2M/IoT services are evolving from simple

cellular connectivity into a more integrated architecture combining 4G/5G,NB-IoT,LTE-M,eSIM/iSIM,private networks,edge gateways,cloud platforms,AI analytics,and security monitoring.OrangeBusinessLiveObjects emphasizes device,data,and cloud integration;Telefonica'sKitePlatform offers centralized SIM visibility,device management,security,and IoT platform integration;Aeris focuses on retail cellular-edge security and management;and KORE highlights global connectivity for retail operations.Over the next several years,growth will be supported by store digitalization,unattended retail,smart inventory,cold-chain compliance,payment endpoint security,and retailer demand for centralized management across large store networks.However,the market will also face connectivity commoditization,pressure on per-device ARPU,fragmented device ecosystems,and stricter cybersecurity requirements.

This report is a detailed and comprehensive analysis for global Retail M2M market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Retail M2M market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Retail M2M market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Retail M2M market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Retail M2M market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Retail M2M

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Retail M2M market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Vodafone Group, AT&T, Verizon Communications, Deutsche Telekom, T-Mobile US, Orange, Telefónica, KORE Wireless, Aeris Communications, Semtech, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Retail M2M market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

M2M/IoT Connectivity Services

IoT SIM/eSIM Management

Device Management Services

IoT Security Services

Retail IoT Data Platform

Managed Retail IoT Services

Other Service Types

Market segment by Retail Device Type

POS and Payment Terminals

Self-checkout and Kiosks

Vending Machines

Digital Signage

Electronic Shelf Labels and Gateways

Smart Shelves and Inventory Sensors

Refrigeration and Cold-chain Equipment

Cameras and Security Devices

Other

Market segment by Connectivity Technology

4G/LTE Cellular M2M

5G IoT Connectivity

NB-IoT

LTE-M

Wi-Fi/Ethernet-based IoT

Bluetooth/RFID Gateway Connectivity

Satellite IoT for Remote Retail

Market segment by Application

Supermarkets and Hypermarkets

Convenience Stores

Restaurants and Foodservice Retail

Unattended Retail and Vending

Warehouses and Distribution Centers

Pop-up and Temporary Retail

Other

Market segment by players, this report covers

Vodafone Group

AT&T

Verizon Communications

Deutsche Telekom

T-Mobile US

Orange

Telefonica

KORE Wireless

Aeris Communications

Semtech

Telit Cinterion

Wireless Logic

1NCE

Eseye

floLIVE

Soracom

Tata Communications

NTT

KDDI

SoftBank

SK Telecom

China Mobile

China Telecom

China Unicom

Huawei Technologies

Amazon Web Services

Microsoft

Cisco Systems

IBM

SAP

PTC

Zebra Technologies

Impinj

Advantech

Alibaba Cloud

Tencent Cloud

Baidu AI Cloud

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Retail M2M product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Retail M2M, with revenue, gross margin, and global market share of Retail M2M from 2021 to 2026.

Chapter 3, the Retail M2M 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 by Application, with

consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Retail M2M market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Retail M2M.

Chapter 13, to describe Retail M2M research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Retail M2M by Type

1.3.1 Overview: Global Retail M2M Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Retail M2M Consumption Value Market Share by Type in 2025

1.3.3 M2M/IoT Connectivity Services

1.3.4 IoT SIM/eSIM Management

1.3.5 Device Management Services

1.3.6 IoT Security Services

1.3.7 Retail IoT Data Platform

1.3.8 Managed Retail IoT Services

1.3.9 Other Service Types

1.4 Classification of Retail M2M by Retail Device Type

1.4.1 Overview: Global Retail M2M Market Size by Retail Device Type: 2021 Versus 2025 Versus 2032

1.4.2 Global Retail M2M Consumption Value Market Share by Retail Device Type in 2025

1.4.3 POS and Payment Terminals

1.4.4 Self-checkout and Kiosks

1.4.5 Vending Machines

1.4.6 Digital Signage

1.4.7 Electronic Shelf Labels and Gateways

1.4.8 Smart Shelves and Inventory Sensors

1.4.9 Refrigeration and Cold-chain Equipment

1.4.10 Cameras and Security Devices

1.4.11 Other

1.5 Classification of Retail M2M by Connectivity Technology

1.5.1 Overview: Global Retail M2M Market Size by Connectivity Technology: 2021 Versus 2025 Versus 2032

1.5.2 Global Retail M2M Consumption Value Market Share by Connectivity Technology in 2025

1.5.3 4G/LTE Cellular M2M

1.5.4 5G IoT Connectivity

1.5.5 NB-IoT

- 1.5.6 LTE-M
- 1.5.7 Wi-Fi/Ethernet-based IoT
- 1.5.8 Bluetooth/RFID Gateway Connectivity
- 1.5.9 Satellite IoT for Remote Retail
- 1.6 Global Retail M2M Market by Application
 - 1.6.1 Overview: Global Retail M2M Market Size by Application: 2021 Versus 2025 Versus 2032
 - 1.6.2 Supermarkets and Hypermarkets
 - 1.6.3 Convenience Stores
 - 1.6.4 Restaurants and Foodservice Retail
 - 1.6.5 Unattended Retail and Vending
 - 1.6.6 Warehouses and Distribution Centers
 - 1.6.7 Pop-up and Temporary Retail
 - 1.6.8 Other
- 1.7 Global Retail M2M Market Size & Forecast
- 1.8 Global Retail M2M Market Size and Forecast by Region
 - 1.8.1 Global Retail M2M Market Size by Region: 2021 VS 2025 VS 2032
 - 1.8.2 Global Retail M2M Market Size by Region, (2021-2032)
 - 1.8.3 North America Retail M2M Market Size and Prospect (2021-2032)
 - 1.8.4 Europe Retail M2M Market Size and Prospect (2021-2032)
 - 1.8.5 Asia-Pacific Retail M2M Market Size and Prospect (2021-2032)
 - 1.8.6 South America Retail M2M Market Size and Prospect (2021-2032)
 - 1.8.7 Middle East & Africa Retail M2M Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

- 2.1 Vodafone Group
 - 2.1.1 Vodafone Group Details
 - 2.1.2 Vodafone Group Major Business
 - 2.1.3 Vodafone Group Retail M2M Product and Solutions
 - 2.1.4 Vodafone Group Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.1.5 Vodafone Group Recent Developments and Future Plans
- 2.2 AT&T
 - 2.2.1 AT&T Details
 - 2.2.2 AT&T Major Business
 - 2.2.3 AT&T Retail M2M Product and Solutions
 - 2.2.4 AT&T Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 AT&T Recent Developments and Future Plans

2.3 Verizon Communications

2.3.1 Verizon Communications Details

2.3.2 Verizon Communications Major Business

2.3.3 Verizon Communications Retail M2M Product and Solutions

2.3.4 Verizon Communications Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Verizon Communications Recent Developments and Future Plans

2.4 Deutsche Telekom

2.4.1 Deutsche Telekom Details

2.4.2 Deutsche Telekom Major Business

2.4.3 Deutsche Telekom Retail M2M Product and Solutions

2.4.4 Deutsche Telekom Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Deutsche Telekom Recent Developments and Future Plans

2.5 T-Mobile US

2.5.1 T-Mobile US Details

2.5.2 T-Mobile US Major Business

2.5.3 T-Mobile US Retail M2M Product and Solutions

2.5.4 T-Mobile US Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 T-Mobile US Recent Developments and Future Plans

2.6 Orange

2.6.1 Orange Details

2.6.2 Orange Major Business

2.6.3 Orange Retail M2M Product and Solutions

2.6.4 Orange Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Orange Recent Developments and Future Plans

2.7 Telefónica

2.7.1 Telefónica Details

2.7.2 Telefónica Major Business

2.7.3 Telefónica Retail M2M Product and Solutions

2.7.4 Telefónica Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Telefónica Recent Developments and Future Plans

2.8 KORE Wireless

2.8.1 KORE Wireless Details

2.8.2 KORE Wireless Major Business

2.8.3 KORE Wireless Retail M2M Product and Solutions

2.8.4 KORE Wireless Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 KORE Wireless Recent Developments and Future Plans

2.9 Aeris Communications

2.9.1 Aeris Communications Details

2.9.2 Aeris Communications Major Business

2.9.3 Aeris Communications Retail M2M Product and Solutions

2.9.4 Aeris Communications Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Aeris Communications Recent Developments and Future Plans

2.10 Semtech

2.10.1 Semtech Details

2.10.2 Semtech Major Business

2.10.3 Semtech Retail M2M Product and Solutions

2.10.4 Semtech Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Semtech Recent Developments and Future Plans

2.11 Telit Cinterion

2.11.1 Telit Cinterion Details

2.11.2 Telit Cinterion Major Business

2.11.3 Telit Cinterion Retail M2M Product and Solutions

2.11.4 Telit Cinterion Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Telit Cinterion Recent Developments and Future Plans

2.12 Wireless Logic

2.12.1 Wireless Logic Details

2.12.2 Wireless Logic Major Business

2.12.3 Wireless Logic Retail M2M Product and Solutions

2.12.4 Wireless Logic Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 Wireless Logic Recent Developments and Future Plans

2.13 1NCE

2.13.1 1NCE Details

2.13.2 1NCE Major Business

2.13.3 1NCE Retail M2M Product and Solutions

2.13.4 1NCE Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 1NCE Recent Developments and Future Plans

2.14 Eseye

2.14.1 Eseye Details

2.14.2 Eseye Major Business

2.14.3 Eseye Retail M2M Product and Solutions

2.14.4 Eseye Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.14.5 Eseye Recent Developments and Future Plans

2.15 floLIVE

2.15.1 floLIVE Details

2.15.2 floLIVE Major Business

2.15.3 floLIVE Retail M2M Product and Solutions

2.15.4 floLIVE Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 floLIVE Recent Developments and Future Plans

2.16 Soracom

2.16.1 Soracom Details

2.16.2 Soracom Major Business

2.16.3 Soracom Retail M2M Product and Solutions

2.16.4 Soracom Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Soracom Recent Developments and Future Plans

2.17 Tata Communications

2.17.1 Tata Communications Details

2.17.2 Tata Communications Major Business

2.17.3 Tata Communications Retail M2M Product and Solutions

2.17.4 Tata Communications Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 Tata Communications Recent Developments and Future Plans

2.18 NTT

2.18.1 NTT Details

2.18.2 NTT Major Business

2.18.3 NTT Retail M2M Product and Solutions

2.18.4 NTT Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 NTT Recent Developments and Future Plans

2.19 KDDI

2.19.1 KDDI Details

2.19.2 KDDI Major Business

2.19.3 KDDI Retail M2M Product and Solutions

2.19.4 KDDI Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 KDDI Recent Developments and Future Plans

2.20 SoftBank

2.20.1 SoftBank Details

2.20.2 SoftBank Major Business

2.20.3 SoftBank Retail M2M Product and Solutions

2.20.4 SoftBank Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 SoftBank Recent Developments and Future Plans

2.21 SK Telecom

2.21.1 SK Telecom Details

- 2.21.2 SK Telecom Major Business
- 2.21.3 SK Telecom Retail M2M Product and Solutions
- 2.21.4 SK Telecom Retail M2M Revenue, Gross Margin and Market Share
(2021-2026)
- 2.21.5 SK Telecom Recent Developments and Future Plans
- 2.22 China Mobile
 - 2.22.1 China Mobile Details
 - 2.22.2 China Mobile Major Business
 - 2.22.3 China Mobile Retail M2M Product and Solutions
 - 2.22.4 China Mobile Retail M2M Revenue, Gross Margin and Market Share
(2021-2026)
 - 2.22.5 China Mobile Recent Developments and Future Plans
- 2.23 China Telecom
 - 2.23.1 China Telecom Details
 - 2.23.2 China Telecom Major Business
 - 2.23.3 China Telecom Retail M2M Product and Solutions
 - 2.23.4 China Telecom Retail M2M Revenue, Gross Margin and Market Share
(2021-2026)
 - 2.23.5 China Telecom Recent Developments and Future Plans
- 2.24 China Unicom
 - 2.24.1 China Unicom Details
 - 2.24.2 China Unicom Major Business
 - 2.24.3 China Unicom Retail M2M Product and Solutions
 - 2.24.4 China Unicom Retail M2M Revenue, Gross Margin and Market Share
(2021-2026)
 - 2.24.5 China Unicom Recent Developments and Future Plans
- 2.25 Huawei Technologies
 - 2.25.1 Huawei Technologies Details
 - 2.25.2 Huawei Technologies Major Business
 - 2.25.3 Huawei Technologies Retail M2M Product and Solutions
 - 2.25.4 Huawei Technologies Retail M2M Revenue, Gross Margin and Market Share
(2021-2026)
 - 2.25.5 Huawei Technologies Recent Developments and Future Plans
- 2.26 Amazon Web Services
 - 2.26.1 Amazon Web Services Details
 - 2.26.2 Amazon Web Services Major Business
 - 2.26.3 Amazon Web Services Retail M2M Product and Solutions
 - 2.26.4 Amazon Web Services Retail M2M Revenue, Gross Margin and Market Share
(2021-2026)

- 2.26.5 Amazon Web Services Recent Developments and Future Plans
- 2.27 Microsoft
 - 2.27.1 Microsoft Details
 - 2.27.2 Microsoft Major Business
 - 2.27.3 Microsoft Retail M2M Product and Solutions
 - 2.27.4 Microsoft Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.27.5 Microsoft Recent Developments and Future Plans
- 2.28 Cisco Systems
 - 2.28.1 Cisco Systems Details
 - 2.28.2 Cisco Systems Major Business
 - 2.28.3 Cisco Systems Retail M2M Product and Solutions
 - 2.28.4 Cisco Systems Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.28.5 Cisco Systems Recent Developments and Future Plans
- 2.29 IBM
 - 2.29.1 IBM Details
 - 2.29.2 IBM Major Business
 - 2.29.3 IBM Retail M2M Product and Solutions
 - 2.29.4 IBM Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.29.5 IBM Recent Developments and Future Plans
- 2.30 SAP
 - 2.30.1 SAP Details
 - 2.30.2 SAP Major Business
 - 2.30.3 SAP Retail M2M Product and Solutions
 - 2.30.4 SAP Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.30.5 SAP Recent Developments and Future Plans
- 2.31 PTC
 - 2.31.1 PTC Details
 - 2.31.2 PTC Major Business
 - 2.31.3 PTC Retail M2M Product and Solutions
 - 2.31.4 PTC Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.31.5 PTC Recent Developments and Future Plans
- 2.32 Zebra Technologies
 - 2.32.1 Zebra Technologies Details
 - 2.32.2 Zebra Technologies Major Business
 - 2.32.3 Zebra Technologies Retail M2M Product and Solutions
 - 2.32.4 Zebra Technologies Retail M2M Revenue, Gross Margin and Market Share (2021-2026)
 - 2.32.5 Zebra Technologies Recent Developments and Future Plans

2.33 Impinj

2.33.1 Impinj Details

2.33.2 Impinj Major Business

2.33.3 Impinj Retail M2M Product and Solutions

2.33.4 Impinj Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.33.5 Impinj Recent Developments and Future Plans

2.34 Advantech

2.34.1 Advantech Details

2.34.2 Advantech Major Business

2.34.3 Advantech Retail M2M Product and Solutions

2.34.4 Advantech Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.34.5 Advantech Recent Developments and Future Plans

2.35 Alibaba Cloud

2.35.1 Alibaba Cloud Details

2.35.2 Alibaba Cloud Major Business

2.35.3 Alibaba Cloud Retail M2M Product and Solutions

2.35.4 Alibaba Cloud Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.35.5 Alibaba Cloud Recent Developments and Future Plans

2.36 Tencent Cloud

2.36.1 Tencent Cloud Details

2.36.2 Tencent Cloud Major Business

2.36.3 Tencent Cloud Retail M2M Product and Solutions

2.36.4 Tencent Cloud Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.36.5 Tencent Cloud Recent Developments and Future Plans

2.37 Baidu AI Cloud

2.37.1 Baidu AI Cloud Details

2.37.2 Baidu AI Cloud Major Business

2.37.3 Baidu AI Cloud Retail M2M Product and Solutions

2.37.4 Baidu AI Cloud Retail M2M Revenue, Gross Margin and Market Share (2021-2026)

2.37.5 Baidu AI Cloud Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Retail M2M Revenue and Share by Players (2021-2026)

3.2 Market Share Analysis (2025)

3.2.1 Market Share of Retail M2M by Company Revenue

- 3.2.2 Top 3 Retail M2M Players Market Share in 2025
- 3.2.3 Top 6 Retail M2M Players Market Share in 2025
- 3.3 Retail M2M Market: Overall Company Footprint Analysis
 - 3.3.1 Retail M2M Market: Region Footprint
 - 3.3.2 Retail M2M Market: Company Product Type Footprint
 - 3.3.3 Retail M2M 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 Retail M2M Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Retail M2M Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

- 5.1 Global Retail M2M Consumption Value Market Share by Application (2021-2026)
- 5.2 Global Retail M2M Market Forecast by Application (2027-2032)

6 NORTH AMERICA

- 6.1 North America Retail M2M Consumption Value by Type (2021-2032)
- 6.2 North America Retail M2M Market Size by Application (2021-2032)
- 6.3 North America Retail M2M Market Size by Country
 - 6.3.1 North America Retail M2M Consumption Value by Country (2021-2032)
 - 6.3.2 United States Retail M2M Market Size and Forecast (2021-2032)
 - 6.3.3 Canada Retail M2M Market Size and Forecast (2021-2032)
 - 6.3.4 Mexico Retail M2M Market Size and Forecast (2021-2032)

7 EUROPE

- 7.1 Europe Retail M2M Consumption Value by Type (2021-2032)
- 7.2 Europe Retail M2M Consumption Value by Application (2021-2032)
- 7.3 Europe Retail M2M Market Size by Country
 - 7.3.1 Europe Retail M2M Consumption Value by Country (2021-2032)
 - 7.3.2 Germany Retail M2M Market Size and Forecast (2021-2032)
 - 7.3.3 France Retail M2M Market Size and Forecast (2021-2032)
 - 7.3.4 United Kingdom Retail M2M Market Size and Forecast (2021-2032)
 - 7.3.5 Russia Retail M2M Market Size and Forecast (2021-2032)

7.3.6 Italy Retail M2M Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Retail M2M Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Retail M2M Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Retail M2M Market Size by Region

8.3.1 Asia-Pacific Retail M2M Consumption Value by Region (2021-2032)

8.3.2 China Retail M2M Market Size and Forecast (2021-2032)

8.3.3 Japan Retail M2M Market Size and Forecast (2021-2032)

8.3.4 South Korea Retail M2M Market Size and Forecast (2021-2032)

8.3.5 India Retail M2M Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Retail M2M Market Size and Forecast (2021-2032)

8.3.7 Australia Retail M2M Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Retail M2M Consumption Value by Type (2021-2032)

9.2 South America Retail M2M Consumption Value by Application (2021-2032)

9.3 South America Retail M2M Market Size by Country

9.3.1 South America Retail M2M Consumption Value by Country (2021-2032)

9.3.2 Brazil Retail M2M Market Size and Forecast (2021-2032)

9.3.3 Argentina Retail M2M Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Retail M2M Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Retail M2M Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Retail M2M Market Size by Country

10.3.1 Middle East & Africa Retail M2M Consumption Value by Country (2021-2032)

10.3.2 Turkey Retail M2M Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Retail M2M Market Size and Forecast (2021-2032)

10.3.4 UAE Retail M2M Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

11.1 Retail M2M Market Drivers

11.2 Retail M2M Market Restraints

11.3 Retail M2M 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 Retail M2M Industry Chain

12.2 Retail M2M Upstream Analysis

12.3 Retail M2M Midstream Analysis

12.4 Retail M2M 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 Retail M2M Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Retail M2M Consumption Value by Retail Device Type, (USD Million), 2021 & 2025 & 2032

Table 3. Global Retail M2M Consumption Value by Connectivity Technology, (USD Million), 2021 & 2025 & 2032

Table 4. Global Retail M2M Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Retail M2M Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Retail M2M Consumption Value by Region (2027-2032) & (USD Million)

Table 7. Vodafone Group Company Information, Head Office, and Major Competitors

Table 8. Vodafone Group Major Business

Table 9. Vodafone Group Retail M2M Product and Solutions

Table 10. Vodafone Group Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. Vodafone Group Recent Developments and Future Plans

Table 12. AT&T Company Information, Head Office, and Major Competitors

Table 13. AT&T Major Business

Table 14. AT&T Retail M2M Product and Solutions

Table 15. AT&T Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. AT&T Recent Developments and Future Plans

Table 17. Verizon Communications Company Information, Head Office, and Major Competitors

Table 18. Verizon Communications Major Business

Table 19. Verizon Communications Retail M2M Product and Solutions

Table 20. Verizon Communications Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Deutsche Telekom Company Information, Head Office, and Major Competitors

Table 22. Deutsche Telekom Major Business

Table 23. Deutsche Telekom Retail M2M Product and Solutions

Table 24. Deutsche Telekom Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Deutsche Telekom Recent Developments and Future Plans

Table 26. T-Mobile US Company Information, Head Office, and Major Competitors

Table 27. T-Mobile US Major Business

Table 28. T-Mobile US Retail M2M Product and Solutions

Table 29. T-Mobile US Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. T-Mobile US Recent Developments and Future Plans

Table 31. Orange Company Information, Head Office, and Major Competitors

Table 32. Orange Major Business

Table 33. Orange Retail M2M Product and Solutions

Table 34. Orange Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Orange Recent Developments and Future Plans

Table 36. Telefónica Company Information, Head Office, and Major Competitors

Table 37. Telefónica Major Business

Table 38. Telefónica Retail M2M Product and Solutions

Table 39. Telefónica Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Telefónica Recent Developments and Future Plans

Table 41. KORE Wireless Company Information, Head Office, and Major Competitors

Table 42. KORE Wireless Major Business

Table 43. KORE Wireless Retail M2M Product and Solutions

Table 44. KORE Wireless Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. KORE Wireless Recent Developments and Future Plans

Table 46. Aeris Communications Company Information, Head Office, and Major Competitors

Table 47. Aeris Communications Major Business

Table 48. Aeris Communications Retail M2M Product and Solutions

Table 49. Aeris Communications Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Aeris Communications Recent Developments and Future Plans

Table 51. Semtech Company Information, Head Office, and Major Competitors

Table 52. Semtech Major Business

Table 53. Semtech Retail M2M Product and Solutions

Table 54. Semtech Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Semtech Recent Developments and Future Plans

Table 56. Telit Cinterion Company Information, Head Office, and Major Competitors

Table 57. Telit Cinterion Major Business

Table 58. Telit Cinterion Retail M2M Product and Solutions

Table 59. Telit Cinterion Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Telit Cinterion Recent Developments and Future Plans

Table 61. Wireless Logic Company Information, Head Office, and Major Competitors

Table 62. Wireless Logic Major Business

Table 63. Wireless Logic Retail M2M Product and Solutions

Table 64. Wireless Logic Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Wireless Logic Recent Developments and Future Plans

Table 66. 1NCE Company Information, Head Office, and Major Competitors

Table 67. 1NCE Major Business

Table 68. 1NCE Retail M2M Product and Solutions

Table 69. 1NCE Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. 1NCE Recent Developments and Future Plans

Table 71. Eseye Company Information, Head Office, and Major Competitors

Table 72. Eseye Major Business

Table 73. Eseye Retail M2M Product and Solutions

Table 74. Eseye Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Eseye Recent Developments and Future Plans

Table 76. floLIVE Company Information, Head Office, and Major Competitors

Table 77. floLIVE Major Business

Table 78. floLIVE Retail M2M Product and Solutions

Table 79. floLIVE Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. floLIVE Recent Developments and Future Plans

Table 81. Soracom Company Information, Head Office, and Major Competitors

Table 82. Soracom Major Business

Table 83. Soracom Retail M2M Product and Solutions

Table 84. Soracom Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Soracom Recent Developments and Future Plans

Table 86. Tata Communications Company Information, Head Office, and Major Competitors

Table 87. Tata Communications Major Business

Table 88. Tata Communications Retail M2M Product and Solutions

Table 89. Tata Communications Retail M2M Revenue (USD Million), Gross Margin and

Market Share (2021-2026)

Table 90. Tata Communications Recent Developments and Future Plans

Table 91. NTT Company Information, Head Office, and Major Competitors

Table 92. NTT Major Business

Table 93. NTT Retail M2M Product and Solutions

Table 94. NTT Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 95. NTT Recent Developments and Future Plans

Table 96. KDDI Company Information, Head Office, and Major Competitors

Table 97. KDDI Major Business

Table 98. KDDI Retail M2M Product and Solutions

Table 99. KDDI Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 100. KDDI Recent Developments and Future Plans

Table 101. SoftBank Company Information, Head Office, and Major Competitors

Table 102. SoftBank Major Business

Table 103. SoftBank Retail M2M Product and Solutions

Table 104. SoftBank Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 105. SoftBank Recent Developments and Future Plans

Table 106. SK Telecom Company Information, Head Office, and Major Competitors

Table 107. SK Telecom Major Business

Table 108. SK Telecom Retail M2M Product and Solutions

Table 109. SK Telecom Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 110. SK Telecom Recent Developments and Future Plans

Table 111. China Mobile Company Information, Head Office, and Major Competitors

Table 112. China Mobile Major Business

Table 113. China Mobile Retail M2M Product and Solutions

Table 114. China Mobile Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. China Mobile Recent Developments and Future Plans

Table 116. China Telecom Company Information, Head Office, and Major Competitors

Table 117. China Telecom Major Business

Table 118. China Telecom Retail M2M Product and Solutions

Table 119. China Telecom Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 120. China Telecom Recent Developments and Future Plans

Table 121. China Unicom Company Information, Head Office, and Major Competitors

- Table 122. China Unicom Major Business
- Table 123. China Unicom Retail M2M Product and Solutions
- Table 124. China Unicom Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 125. China Unicom Recent Developments and Future Plans
- Table 126. Huawei Technologies Company Information, Head Office, and Major Competitors
- Table 127. Huawei Technologies Major Business
- Table 128. Huawei Technologies Retail M2M Product and Solutions
- Table 129. Huawei Technologies Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 130. Huawei Technologies Recent Developments and Future Plans
- Table 131. Amazon Web Services Company Information, Head Office, and Major Competitors
- Table 132. Amazon Web Services Major Business
- Table 133. Amazon Web Services Retail M2M Product and Solutions
- Table 134. Amazon Web Services Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 135. Amazon Web Services Recent Developments and Future Plans
- Table 136. Microsoft Company Information, Head Office, and Major Competitors
- Table 137. Microsoft Major Business
- Table 138. Microsoft Retail M2M Product and Solutions
- Table 139. Microsoft Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 140. Microsoft Recent Developments and Future Plans
- Table 141. Cisco Systems Company Information, Head Office, and Major Competitors
- Table 142. Cisco Systems Major Business
- Table 143. Cisco Systems Retail M2M Product and Solutions
- Table 144. Cisco Systems Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Cisco Systems Recent Developments and Future Plans
- Table 146. IBM Company Information, Head Office, and Major Competitors
- Table 147. IBM Major Business
- Table 148. IBM Retail M2M Product and Solutions
- Table 149. IBM Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 150. IBM Recent Developments and Future Plans
- Table 151. SAP Company Information, Head Office, and Major Competitors
- Table 152. SAP Major Business

Table 153. SAP Retail M2M Product and Solutions

Table 154. SAP Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 155. SAP Recent Developments and Future Plans

Table 156. PTC Company Information, Head Office, and Major Competitors

Table 157. PTC Major Business

Table 158. PTC Retail M2M Product and Solutions

Table 159. PTC Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 160. PTC Recent Developments and Future Plans

Table 161. Zebra Technologies Company Information, Head Office, and Major Competitors

Table 162. Zebra Technologies Major Business

Table 163. Zebra Technologies Retail M2M Product and Solutions

Table 164. Zebra Technologies Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 165. Zebra Technologies Recent Developments and Future Plans

Table 166. Impinj Company Information, Head Office, and Major Competitors

Table 167. Impinj Major Business

Table 168. Impinj Retail M2M Product and Solutions

Table 169. Impinj Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 170. Impinj Recent Developments and Future Plans

Table 171. Advantech Company Information, Head Office, and Major Competitors

Table 172. Advantech Major Business

Table 173. Advantech Retail M2M Product and Solutions

Table 174. Advantech Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Advantech Recent Developments and Future Plans

Table 176. Alibaba Cloud Company Information, Head Office, and Major Competitors

Table 177. Alibaba Cloud Major Business

Table 178. Alibaba Cloud Retail M2M Product and Solutions

Table 179. Alibaba Cloud Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 180. Alibaba Cloud Recent Developments and Future Plans

Table 181. Tencent Cloud Company Information, Head Office, and Major Competitors

Table 182. Tencent Cloud Major Business

Table 183. Tencent Cloud Retail M2M Product and Solutions

Table 184. Tencent Cloud Retail M2M Revenue (USD Million), Gross Margin and

Market Share (2021-2026)

Table 185. Tencent Cloud Recent Developments and Future Plans

Table 186. Baidu AI Cloud Company Information, Head Office, and Major Competitors

Table 187. Baidu AI Cloud Major Business

Table 188. Baidu AI Cloud Retail M2M Product and Solutions

Table 189. Baidu AI Cloud Retail M2M Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 190. Baidu AI Cloud Recent Developments and Future Plans

Table 191. Global Retail M2M Revenue (USD Million) by Players (2021-2026)

Table 192. Global Retail M2M Revenue Share by Players (2021-2026)

Table 193. Breakdown of Retail M2M by Company Type (Tier 1, Tier 2, and Tier 3)

Table 194. Market Position of Players in Retail M2M, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 195. Head Office of Key Retail M2M Players

Table 196. Retail M2M Market: Company Product Type Footprint

Table 197. Retail M2M Market: Company Product Application Footprint

Table 198. Retail M2M New Market Entrants and Barriers to Market Entry

Table 199. Retail M2M Mergers, Acquisition, Agreements, and Collaborations

Table 200. Global Retail M2M Consumption Value (USD Million) by Type (2021-2026)

Table 201. Global Retail M2M Consumption Value Share by Type (2021-2026)

Table 202. Global Retail M2M Consumption Value Forecast by Type (2027-2032)

Table 203. Global Retail M2M Consumption Value by Application (2021-2026)

Table 204. Global Retail M2M Consumption Value Forecast by Application (2027-2032)

Table 205. North America Retail M2M Consumption Value by Type (2021-2026) & (USD Million)

Table 206. North America Retail M2M Consumption Value by Type (2027-2032) & (USD Million)

Table 207. North America Retail M2M Consumption Value by Application (2021-2026) & (USD Million)

Table 208. North America Retail M2M Consumption Value by Application (2027-2032) & (USD Million)

Table 209. North America Retail M2M Consumption Value by Country (2021-2026) & (USD Million)

Table 210. North America Retail M2M Consumption Value by Country (2027-2032) & (USD Million)

Table 211. Europe Retail M2M Consumption Value by Type (2021-2026) & (USD Million)

Table 212. Europe Retail M2M Consumption Value by Type (2027-2032) & (USD Million)

Table 213. Europe Retail M2M Consumption Value by Application (2021-2026) & (USD Million)

Table 214. Europe Retail M2M Consumption Value by Application (2027-2032) & (USD Million)

Table 215. Europe Retail M2M Consumption Value by Country (2021-2026) & (USD Million)

Table 216. Europe Retail M2M Consumption Value by Country (2027-2032) & (USD Million)

Table 217. Asia-Pacific Retail M2M Consumption Value by Type (2021-2026) & (USD Million)

Table 218. Asia-Pacific Retail M2M Consumption Value by Type (2027-2032) & (USD Million)

Table 219. Asia-Pacific Retail M2M Consumption Value by Application (2021-2026) & (USD Million)

Table 220. Asia-Pacific Retail M2M Consumption Value by Application (2027-2032) & (USD Million)

Table 221. Asia-Pacific Retail M2M Consumption Value by Region (2021-2026) & (USD Million)

Table 222. Asia-Pacific Retail M2M Consumption Value by Region (2027-2032) & (USD Million)

Table 223. South America Retail M2M Consumption Value by Type (2021-2026) & (USD Million)

Table 224. South America Retail M2M Consumption Value by Type (2027-2032) & (USD Million)

Table 225. South America Retail M2M Consumption Value by Application (2021-2026) & (USD Million)

Table 226. South America Retail M2M Consumption Value by Application (2027-2032) & (USD Million)

Table 227. South America Retail M2M Consumption Value by Country (2021-2026) & (USD Million)

Table 228. South America Retail M2M Consumption Value by Country (2027-2032) & (USD Million)

Table 229. Middle East & Africa Retail M2M Consumption Value by Type (2021-2026) & (USD Million)

Table 230. Middle East & Africa Retail M2M Consumption Value by Type (2027-2032) & (USD Million)

Table 231. Middle East & Africa Retail M2M Consumption Value by Application (2021-2026) & (USD Million)

Table 232. Middle East & Africa Retail M2M Consumption Value by Application

(2027-2032) & (USD Million)

Table 233. Middle East & Africa Retail M2M Consumption Value by Country

(2021-2026) & (USD Million)

Table 234. Middle East & Africa Retail M2M Consumption Value by Country

(2027-2032) & (USD Million)

Table 235. Global Key Players of Retail M2M Upstream (Raw Materials)

Table 236. Global Retail M2M Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Retail M2M Picture

Figure 2. Global Retail M2M Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Retail M2M Consumption Value Market Share by Type in 2025

Figure 4. M2M/IoT Connectivity Services

Figure 5. IoT SIM/eSIM Management

Figure 6. Device Management Services

Figure 7. IoT Security Services

Figure 8. Retail IoT Data Platform

Figure 9. Managed Retail IoT Services

Figure 10. Other Service Types

Figure 11. Global Retail M2M Consumption Value by Retail Device Type, (USD Million), 2021 & 2025 & 2032

Figure 12. Global Retail M2M Consumption Value Market Share by Retail Device Type in 2025

Figure 13. POS and Payment Terminals

Figure 14. Self-checkout and Kiosks

Figure 15. Vending Machines

Figure 16. Digital Signage

Figure 17. Electronic Shelf Labels and Gateways

Figure 18. Smart Shelves and Inventory Sensors

Figure 19. Refrigeration and Cold-chain Equipment

Figure 20. Cameras and Security Devices

Figure 21. Other

Figure 22. Global Retail M2M Consumption Value by Connectivity Technology, (USD Million), 2021 & 2025 & 2032

Figure 23. Global Retail M2M Consumption Value Market Share by Connectivity Technology in 2025

Figure 24. 4G/LTE Cellular M2M

Figure 25. 5G IoT Connectivity

Figure 26. NB-IoT

Figure 27. LTE-M

Figure 28. Wi-Fi/Ethernet-based IoT

Figure 29. Bluetooth/RFID Gateway Connectivity

Figure 30. Satellite IoT for Remote Retail

Figure 31. Global Retail M2M Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 32. Retail M2M Consumption Value Market Share by Application in 2025

Figure 33. Supermarkets and Hypermarkets Picture

Figure 34. Convenience Stores Picture

Figure 35. Restaurants and Foodservice Retail Picture

Figure 36. Unattended Retail and Vending Picture

Figure 37. Warehouses and Distribution Centers Picture

Figure 38. Pop-up and Temporary Retail Picture

Figure 39. Other Picture

Figure 40. Global Retail M2M Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 41. Global Retail M2M Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 42. Global Market Retail M2M Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 43. Global Retail M2M Consumption Value Market Share by Region (2021-2032)

Figure 44. Global Retail M2M Consumption Value Market Share by Region in 2025

Figure 45. North America Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 46. Europe Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 47. Asia-Pacific Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 48. South America Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 49. Middle East & Africa Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 50. Company Three Recent Developments and Future Plans

Figure 51. Global Retail M2M Revenue Share by Players in 2025

Figure 52. Retail M2M Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 53. Market Share of Retail M2M by Player Revenue in 2025

Figure 54. Top 3 Retail M2M Players Market Share in 2025

Figure 55. Top 6 Retail M2M Players Market Share in 2025

Figure 56. Global Retail M2M Consumption Value Share by Type (2021-2026)

Figure 57. Global Retail M2M Market Share Forecast by Type (2027-2032)

Figure 58. Global Retail M2M Consumption Value Share by Application (2021-2026)

Figure 59. Global Retail M2M Market Share Forecast by Application (2027-2032)

Figure 60. North America Retail M2M Consumption Value Market Share by Type (2021-2032)

Figure 61. North America Retail M2M Consumption Value Market Share by Application (2021-2032)

Figure 62. North America Retail M2M Consumption Value Market Share by Country

(2021-2032)

Figure 63. United States Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 64. Canada Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 65. Mexico Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 66. Europe Retail M2M Consumption Value Market Share by Type (2021-2032)

Figure 67. Europe Retail M2M Consumption Value Market Share by Application
(2021-2032)

Figure 68. Europe Retail M2M Consumption Value Market Share by Country
(2021-2032)

Figure 69. Germany Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 70. France Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 71. United Kingdom Retail M2M Consumption Value (2021-2032) & (USD
Million)

Figure 72. Russia Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 73. Italy Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 74. Asia-Pacific Retail M2M Consumption Value Market Share by Type
(2021-2032)

Figure 75. Asia-Pacific Retail M2M Consumption Value Market Share by Application
(2021-2032)

Figure 76. Asia-Pacific Retail M2M Consumption Value Market Share by Region
(2021-2032)

Figure 77. China Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 78. Japan Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 79. South Korea Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 80. India Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 81. Southeast Asia Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 82. Australia Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 83. South America Retail M2M Consumption Value Market Share by Type
(2021-2032)

Figure 84. South America Retail M2M Consumption Value Market Share by Application
(2021-2032)

Figure 85. South America Retail M2M Consumption Value Market Share by Country
(2021-2032)

Figure 86. Brazil Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 87. Argentina Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 88. Middle East & Africa Retail M2M Consumption Value Market Share by Type
(2021-2032)

Figure 89. Middle East & Africa Retail M2M Consumption Value Market Share by
Application (2021-2032)

Figure 90. Middle East & Africa Retail M2M Consumption Value Market Share by Country (2021-2032)

Figure 91. Turkey Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 92. Saudi Arabia Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 93. UAE Retail M2M Consumption Value (2021-2032) & (USD Million)

Figure 94. Retail M2M Market Drivers

Figure 95. Retail M2M Market Restraints

Figure 96. Retail M2M Market Trends

Figure 97. Porters Five Forces Analysis

Figure 98. Retail M2M Industrial Chain

Figure 99. Methodology

Figure 100. Research Process and Data Source

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