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AIoT Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global AIoT Market was worth USD 10.8 billion in 2023 and is predicted to grow at a CAGR of 24.6% from 2024 to 2032. This rapid growth is largely driven by increased government initiatives aimed at digital transformation. Governments worldwide are recognizing the potential of AIoT technologies to boost efficiency, foster innovation, and enhance public services. By funding projects in smart cities, advanced manufacturing, and digital infrastructure, they are creating a supportive environment for AIoT adoption, often focusing on integrating AI and IoT to optimize resource management, transportation, and healthcare systems. A significant driver of AIoT market growth is the emphasis on energy efficiency and sustainability.

With growing concerns about climate change and resource depletion, both businesses and governments are prioritizing technologies that reduce energy consumption and optimize resource use. AIoT solutions are crucial for achieving these sustainability goals by allowing smarter energy management and automation. This focus on sustainability is spurring investments in AIoT technologies across various sectors as organizations strive to enhance operational efficiency while minimizing their environmental impact.

The software segment dominated the AIoT market, accounting for over 65% of the market share in 2023, and is expected to surpass USD 45 billion by 2032. This growth is driven by the increasing need for advanced data analytics.

As companies incorporate AIoT solutions, they create huge data from interconnected tools. This data holds valuable insights that can optimize operations, enhance decision-making, and drive innovation. AIoT software with sophisticated analytics capabilities allows businesses to process and analyze data in real-time, identifying patterns, trends, and anomalies. As industries focus more on becoming data-driven, the demand for AIoT software with robust analytics features continues to grow.

Regarding deployment, the cloud segment held around 67% of the market share in 2023. The demand for scalable and flexible infrastructure is driving the growth of cloud

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deployment. Cloud platforms offer the scalability needed to handle fluctuating workloads, enabling organizations to adjust their resources in real-time. In addition, cloud deployment accelerates the continuous incorporation of AI and IoT capabilities, allowing advanced data processing and analytics without extensive on-premises infrastructure. This reduces upfront costs and simplifies maintenance, making it an attractive option for organizations of all sizes.

U.S. AIoT market captured an 80% share in 2023 and is expected to exceed USD 17 billion by 2032. This dominance is due to the increasing emphasis on smart manufacturing and industrial automation. Smart manufacturing uses interconnected devices and advanced analytics to minimize production procedures, monitor equipment execution, and detect maintenance requirements. By integrating AI with IoT systems, businesses can gain real-time insights into their operations, enabling faster decision-making and improved resource management. The need for personalized goods and active supply chains further encourages manufacturers to implement AIoT solutions that enable flexibility and responsiveness.

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