

# Internet of Things (IoT) Monetization Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global IoT Monetization Market was valued at USD 1.01 trillion in 2024 and is estimated to grow at a CAGR of 46.4% to reach USD 45.46 trillion by 2034. As IoT devices continue to embed themselves deeply into daily life—from smart homes and wearables to industrial automation and connected vehicles—the scope for monetizing data and connectivity is growing at an exponential pace. The rise of digital ecosystems across residential, urban, and enterprise domains is transforming how organizations think about revenue generation. No longer limited to one-time hardware sales, the focus has rapidly shifted to recurring income streams, value-added services, and outcome-based pricing models.

Businesses are harnessing IoT-generated data to fuel smarter decision-making, tailored user experiences, and develop dynamic pricing structures that respond to real-time usage. As artificial intelligence and edge computing gain traction, companies are moving beyond reactive service models toward predictive and prescriptive monetization strategies. Enterprises are investing in robust cloud infrastructure, AI-driven analytics, and low-code platforms to create scalable IoT applications. Meanwhile, the emergence of digital marketplaces that facilitate service bundling and cross-platform integration is unlocking new revenue channels and deepening customer engagement.

But while the IoT monetization landscape is thriving with innovation, it's also navigating complex international trade dynamics. Tariffs on essential components such as semiconductors and sensors during earlier U.S. trade policy phases disrupted global supply chains. These disruptions pushed up production costs for IoT hardware, putting companies in a tight spot—either pass those costs to customers or absorb losses. Both options impacted profitability and slowed the rate of adoption, especially among small

and mid-sized vendors. In response, some major players opted to localize production to sidestep import duties. While this shift helps reduce exposure to future trade volatility, it comes with short-term hurdles like increased R&D spending and longer timelines for return on investment. To remain competitive, a growing number of firms are leaning into asset-light business models. These models focus more on software, platforms, and services, allowing companies to monetize IoT ecosystems without depending heavily on physical hardware.

The subscription-based model took the lead in 2024 with a market valuation of USD 363.3 billion. By offering customizable, tiered service plans packed with features like real-time diagnostics, remote monitoring, and predictive maintenance, companies are turning one-time device sales into long-term revenue generators. This model gives businesses the ability to scale according to usage, allowing for flexible pricing while also boosting customer loyalty. Predictive analytics plays a key role in optimizing these pricing models, helping companies align charges with actual performance and consumption trends. The ability to deliver proactive support and consistent value strengthens brand loyalty and drives recurring revenue, making this model one of the most preferred across verticals.

The cloud-based segment generated USD 564.9 billion in 2024, dominating the IoT monetization market thanks to its agility and cost-efficiency. Cloud infrastructure enables businesses to roll out connected services globally without investing in expensive on-premises infrastructure. It facilitates real-time data collection, remote asset control, and automatic software updates—all essential for modern IoT applications. Enterprises adopting AI-powered solutions are using cloud platforms to implement smart billing systems, enable usage-based pricing, and customize services for individual users. These capabilities enhance customer satisfaction while reducing overhead, giving companies the ability to pivot quickly and scale without disruption.

The United States led the IoT monetization market with a value of USD 301.8 billion in 2024. The country benefits from widespread 5G connectivity, mature cloud infrastructure, and supportive policy frameworks. Laws like the California Consumer Privacy Act (CCPA) are setting clear standards for data usage while opening doors for monetizing anonymized and aggregated data streams. Industries such as automotive and healthcare are driving momentum. In the automotive space, connected vehicles are creating revenue through features like navigation services, maintenance alerts, and media subscriptions. In healthcare, remote monitoring devices support outcome-based models where providers are paid based on patient health improvements, not just services rendered.

To gain a stronger foothold in this high-growth market, companies are doubling down on cloud expansion, enhancing low-code development tools for faster integration, and establishing cross-industry partnerships that enable bundled service offerings. Firms are also focusing on secure, anonymized data exchanges and building vertical-specific solutions to better serve key sectors. Market leaders like Microsoft, IBM, Amazon Web Services, Siemens, and Google are spearheading these efforts by offering comprehensive platforms that combine AI, cloud, and IoT capabilities to create measurable value across industries.

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
  - 1.3.1 Base year calculation
  - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
  - 1.5.2 Data mining sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Impact of trump tariffs on Internet of Things (IoT) monetization market
  - 3.2.1 Cost inflation in service delivery
    - 3.2.1.1 Tariff-driven hardware cost increases
    - 3.2.1.2 Case study - AWS IoT core's adjusted pricing for hardware-dependent services
  - 3.2.2 Supply chain-driven service disruptions
    - 3.2.2.1 Delays in device deployments impacting subscription rollouts
    - 3.2.2.2 Shift to hybrid (cloud/edge) models to mitigate dependency on taxed hardware
  - 3.2.3 Sector-specific service impacts
    - 3.2.3.1 Industrial IoT (IIoT) services
    - 3.2.3.2 Consumer IoT services
- 3.3 Industry impact forces
  - 3.3.1 Growth drivers
    - 3.3.1.1 Proliferation of connected devices
    - 3.3.1.2 Advancements in AI and analytics

- 3.3.1.3 5G network expansion
- 3.3.1.4 Shift to subscription and outcome-based models
- 3.3.2 Industry pitfalls and challenges
  - 3.3.2.1 Data privacy regulations limit monetization potential
  - 3.3.2.2 Interoperability issues hinder service scalability
- 3.4 Growth potential analysis
- 3.5 Regulatory landscape
- 3.6 Technology landscape
- 3.7 Future market trends
- 3.8 Gap analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY BUSINESS MODEL, 2021-2034 (USD MILLION)**

- 5.1 Key trends
- 5.2 Subscription-based
- 5.3 Pay-per-use
- 5.4 Outcome-based
- 5.5 Advertising & sponsorship
- 5.6 Data monetization
- 5.7 Licensing & franchising

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY DEPLOYMENT TYPE, 2021-2034 (USD MILLION)**

- 6.1 Key trends
- 6.2 Cloud-based
- 6.3 On-premises
- 6.4 Hybrid

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2034 (USD MILLION)**

- 7.1 Key trends
- 7.2 Smart home & consumer IoT
- 7.3 Industrial IoT
- 7.4 Smart cities
- 7.5 Healthcare IoT
- 7.6 Agriculture IoT
- 7.7 Retail technology
- 7.8 Connected vehicles & telematics
- 7.9 Energy & utility management

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (USD MILLION)**

- 8.1 Key trends
- 8.2 North America
  - 8.2.1 U.S.
  - 8.2.2 Canada
- 8.3 Europe
  - 8.3.1 Germany
  - 8.3.2 UK
  - 8.3.3 France
  - 8.3.4 Spain
  - 8.3.5 Italy
  - 8.3.6 Netherlands
- 8.4 Asia Pacific
  - 8.4.1 China
  - 8.4.2 India
  - 8.4.3 Japan
  - 8.4.4 Australia
  - 8.4.5 South Korea
- 8.5 Latin America
  - 8.5.1 Brazil
  - 8.5.2 Mexico
  - 8.5.3 Argentina
- 8.6 Middle East and Africa

- 8.6.1 Saudi Arabia
- 8.6.2 South Africa
- 8.6.3 UAE

## **CHAPTER 9 COMPANY PROFILES**

- 9.1 Microsoft
- 9.2 Amazon Web Services, Inc.
- 9.3 Google LLC
- 9.4 IBM
- 9.5 Siemens
- 9.6 Cisco Systems, Inc.
- 9.7 PTC
- 9.8 Oracle Corporation
- 9.9 SAP SE
- 9.10 Telefonaktiebolaget LM Ericsson
- 9.11 Verizon
- 9.12 AT&T
- 9.13 Bosch Global Software Technologies GmbH
- 9.14 General Electric Company
- 9.15 Huawei Technologies Co., Ltd.
- 9.16 Qualcomm Technologies, Inc.
- 9.17 Intel Corporation
- 9.18 Salesforce, Inc.
- 9.19 Semtech

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