

North America IoT Devices Market Size, Share & Trends Analysis Report By Component (Sensors, Actuators, Processors, Edge Devices), By End Use, By Connectivity, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

The North America IoT devices market size is estimated at USD 24.51 billion in 2024 and is expected to grow at a CAGR of 13.5% from 2025 to 2030. The widespread penetration of smart home devices such as smart speakers, security systems, thermostats, and connected lighting in the region is driving the market growth. Additionally, rising adoption of IoT-enabled energy-saving solutions like smart meters and appliances is helping consumers reduce utility bills and environmental impact. In healthcare, IoT-driven innovations, including wearables and remote monitoring devices, are improving patient care and operational efficiency.

Government initiatives in both the U.S. and Canada are pushing for smart urban management by integrating IoT into public infrastructure, which is expected to present lucrative opportunities for the North America IoT devices industry in the coming years.

Industrial sectors in North America are leveraging IoT devices to enable real-time data collection and advanced analytics, optimizing operations, enhancing productivity, and lowering operational costs. The rise of smart cities across the U.S. and Canada drives investment in IoT technologies for traffic management, energy distribution, and environmental monitoring to enhance urban living standards and administration efficiency. These factors are expected to drive the North America IoT devices industry expansion in the coming years.

In addition, technological advancements such as 5G networks, edge computing, and AI

integration are revolutionizing the North American IoT devices industry. 5G technologies facilitate faster, low-latency device communication, imperative for real-time industrial and consumer applications. Edge computing enables efficient on-site data processing, while AI and machine learning empower predictive analytics and automated decision-making, driving wider IoT deployment and innovation across industries in the region.

Furthermore, Industrial IoT (IIoT) expansion is a major regional trend, especially in the manufacturing hub of North America. Factories are adopting IoT-driven automation for optimized production, resource efficiency, and predictive maintenance, transitioning into smart, data-driven facilities. Additionally, the automotive industry is embracing IoT for connected vehicles, including real-time monitoring, electric vehicle infrastructure integration, and innovative payment solutions, thereby driving the North America IoT devices industry

Moreover, sustainability and energy efficiency efforts in North America are intensifying IoT device adoption, particularly sensor-based solutions for comprehensive energy management in homes, businesses, and public infrastructure. These technologies support cost reduction and help meet government and corporate goals for environmental responsibility, highlighting their strategic role in regional resource optimization and carbon footprint reduction initiatives.

North America IoT Devices Market Report Segmentation

This report forecasts revenue growth at the regional level and provides an analysis of the latest technology trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the North America IoT devices market report based on component, end use, connectivity, and region:

Component Outlook (Revenue, USD Billion, 2018 - 2030)

Smart Home

Sensors

Actuators

Processors

Edge Devices

Others

Industrial IoT (IIoT)

Sensors

Actuators

Processors

Edge Devices

Others

Healthcare

Sensors

Actuators

Processors

Edge Devices

Others

Automotive and Transportation

Sensors

Actuators

Processors

Edge Devices

Others

Retail

Sensors

Actuators

Processors

Edge Devices

Others

Agriculture

Sensors

Actuators

Processors

Edge Devices

Others

Energy and Utilities

Sensors

Actuators

Processors

Edge Devices

Others

Smart Cities

Sensors

Actuators

Processors

Edge Devices

Others

Wearables

Sensors

Actuators

Processors

Edge Devices

Others

Consumer Electronics

Sensors

Actuators

Processors

Edge Devices

Others

Others

End Use Outlook (Revenue, USD Billion, 2018 - 2030)

Smart Home IoT Devices

Smart Thermostats

Energy Meters

Smart Locks

Surveillance Cameras

Smart Speakers

Connected Appliances

Others

Industrial IoT (IIoT)

Programmable Logic Controllers (PLCs)

Asset Trackers

RFID Systems

Connected Cameras

Others

Healthcare

Wearable Health Monitors

Remote Diagnostic Tools

Connected Imaging Devices

Smart Insulin Pens

Smart Ventilators

Others

Automotive and Transportation

Onboard Diagnostic (OBD) Devices

Telematics Systems

GPS Trackers

Asset Trackers

Connected Cameras

Others

Retail

Digital Kiosks

Electronic Price Tags

RFID Systems

Connected Barcode Scanners

Surveillance Cameras

Access Control Devices

Others

Agriculture

Weather Stations

Irrigation Controllers

Wearable Animal Trackers

Feeding Monitors

Connected Cameras

Others

Energy and Utilities

Connected Meters

Load Control Switches

Grid Sensors

Leak Detection Sensors

Flow Meters

Pressure Monitoring Devices

Others

Smart Cities

Smart Streetlights

Connected Parking Meters

Waste Management Sensors

Air Quality Monitors

EV Charging Stations

Traffic Monitoring Systems

Connected Cameras

Others

Wearables

Smartwatches

Fitness Bands

Wearable AR/VR Devices

Others

Consumer Electronics

Smart TVs

Gaming Consoles

Streaming Devices

Smart Routers

Smart Glasses

Others

Others

Connectivity Outlook (Revenue, USD Billion, 2018 - 2030)

Smart Home IoT Devices

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Industrial IoT (IIoT)

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Healthcare

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Automotive and Transportation

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Retail

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Agriculture

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Energy and Utilities

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Smart Cities

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Wearables

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Consumer Electronics

Wi-Fi

Bluetooth

Zigbee

Cellular (5G,4G,3G)

RFID

Others

Others

Regional Outlook (Revenue, USD Billion, 2018 - 2030)

U.S.

Canada

Mexico

This report can be delivered to the clients within 3 Business Days

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