

# **Green Technology and Sustainability Market Report by Component (Solution, Services), Technology (Internet-of-Things, Cloud Computing, Artificial Intelligence and Analytics, Digital Twin, Cybersecurity, Blockchain), Application (Green Building, Carbon Footprint Management, Weather Monitoring and Forecasting, Air and Water Pollution Monitoring, Forest Monitoring, Crop Monitoring, Soil Condition and Moisture Monitoring, Water Purification, and Others), and Region 2024-2032**

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## **Abstracts**

The global green technology and sustainability market size reached US\$ 19.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 88.2 Billion by 2032, exhibiting a growth rate (CAGR) of 17.7% during 2024-2032.

Most of the world's commercial energy supply currently relies on fossil fuels that lead to considerable carbon emissions. As a result, governing agencies of numerous countries are emphasizing the adoption of green technology and sustainability to minimize and reduce the negative impact of human activities. Green technology and sustainability help conserve the natural environment and resources by integrating different products, equipment, and systems. They generally comprise cloud computing, Internet of Things (IoT), artificial intelligence (AI), cybersecurity, and other latest IT tools that assess and respond to environmental threats instantaneously.

Green Technology and Sustainability Market Trends:

Increasing global challenges, such as climatic changes, depletion of natural resources, and rising pollution levels, represent one of the major factors driving the need for green technology and sustainability to address the adverse environmental concerns. Moreover, the growing awareness among individuals about the consequences of environmental degradation and increasing global warming is propelling the use of green technology and sustainability worldwide as an alternative to traditional energy sources. Apart from this, various green initiatives undertaken by governments of several countries to promote sustainable development are positively influencing the adoption of smart technologies to generate renewable energy. Furthermore, they are used to address the growing need for transparency and information for data management, impact quantification, and verification and traceability of goods. Additionally, several packaging manufacturers are relying on blockchain technology to enable customers to scan products and access information about their sustainability and recyclability. Besides this, the emergence of the fourth industrial revolution or Industry 4.0 is encouraging the use of green technology and sustainability to minimize carbon footprint and reduce power and energy bills of manufacturing processes.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global green technology and sustainability market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, technology and application.

#### Breakup by Component:

Solution

Services

#### Breakup by Technology:

Internet-of-Things

Cloud Computing

Artificial Intelligence and Analytics

Digital Twin

Cybersecurity

Blockchain

#### Breakup by Application:

Green Building

Carbon Footprint Management

Weather Monitoring and Forecasting

Air and Water Pollution Monitoring

Forest Monitoring

Crop Monitoring

Soil Condition and Moisture Monitoring

Water Purification

Others

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

## Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being ConsenSys, CropX inc., General Electric Company, InteleX Technologies ULC (Fortive Corporation), International Business Machines Corporation, Microsoft Corporation, MineSense Technologies Ltd., Oizom Instruments Private Limited, Oracle Corporation, Salesforce.com inc, Schneider Electric SE, Tech Mahindra Ltd and Trace Genomics Inc.

## Key Questions Answered in This Report:

How has the global green technology and sustainability market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global green technology and sustainability market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global green technology and sustainability market and who are the key players?

What is the degree of competition in the industry?

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