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IoT Monetization Market Report by Component (Solution, Services), Business Function (Marketing and Sales, IT, Finance, Supply Chain, Operations), Deployment Mode (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Industry Vertical (BFSI, Retail, IT and Telecom, Manufacturing, Transportation and Logistics, Healthcare, Energy and Utilities, and Others), and Region 2025-2033

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Abstracts

The global IoT monetization market size reached USD 518.0 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 6,712.3 Billion by 2033, exhibiting a growth rate (CAGR) of 32.93% during 2025-2033. The rising utilization of smartphones and other connected devices among individuals, improved internet connectivity due to the introduction of fifth-generation (5G) networks, along with increasing demand for connected cars due to rapid urbanization are primarily driving the global market growth.

IoT Monetization Market Analysis:

Major Market Drivers: One of the key market drivers are the rising focus on improved efficiency and cost reduction. Moreover, the increasing need for enhanced personalization is acting as a growth-inducing factor.

Key Market Trends: The market demand is propelling owing to numerous primary trends, which include the rising utilization of smartphones and other connected devices

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and improved internet connectivity.

Geographical Trends: According to the report, North America exhibits a clear dominance, accounting for the market share. This is due to the rising adoption of advanced technologies.

Competitive Landscape: Some of the major market players in the IoT monetization industry include Amdocs, Cisco Systems Inc., CSG Systems International Inc., General Electric Company, Infosys Limited, International Business Machines Corporation, Microsoft Corporation, Nokia Corporation, Oracle Corporation, PTC Inc., Samsung Electronics Co. Ltd., Tata Consultancy Services Limited, Telefonaktiebolaget LM Ericsson, Thales Group., among many others.

Challenges and Opportunities: One of the key challenges hindering the market growth are data management and privacy concerns. Nonetheless, the escalating demand for data-driven decision-making in organizations represents IoT monetization market recent opportunities.

IoT Monetization Market Trends:

Rising Utilization of Smartphones and Other Connected Devices

The increasing utilization of smartphones and other connected devices is supporting the IoT monetization market growth. People are adopting smartphones, laptops, computers, and wearable devices because of their enhanced functionality. The deployment of fifth-generation (5G) networks and other ongoing advancements in mobile connection provide benefits like faster speeds, lower latency, and increased capacity. According to the IMARC Group, 1,968.7 Million smartphones are expected to be sold globally by 2032.

Improved Internet Connectivity

The improved internet connectivity is catalyzing IoT monetization demand across the globe. 5G networks can utilize a much broader range of bandwidths as compared to previous networks. 5G has low latency that enables the speeds that make activities like downloading a file or interacting with the cloud 10x faster than on a fourth-generation (4G) or three-generation (3G) network. Besides this, various companies are engaging in agreements that aid in enhancing 5G networks. For instance, on 9 May 2022, Orange France and Ericsson signed a five-year 5G monetization platform agreement to deliver

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operational improvement, advanced product agility and flexibility. In addition, Ericsson charging will enable Orange France to provide new levels of digital interaction and experience to its users with unique 5G offers.

Growing Demand for Connected Cars Due to Rapid Urbanization

There is an increase in the demand for connected cars due to rapid urbanization around the world. People are preferring vehicles that offer enhanced features and increase their satisfaction. Connected cars offer advanced safety features like automatic braking, pedestrian detection, and real time traffic alerts that assist in attracting a broader consumer base. They are equipped with IoT technologies and can communicate with each other and with traffic management systems to optimize traffic flow, reduce congestion, and enhance safety. According to Deloitte, it will be approximately 470 million connected vehicles across the globe by 2025.

IoT monetization Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with IoT monetization forecast at the global, regional, and country levels for 2025-2033. Our report has categorized the market based on component, business function, deployment mode, organization size, and industry vertical.

Breakup by Component:

Solution

Services

Solution accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the component. This includes solution and services. According to the report, solution represented the largest segment.

Solution in IoT involves software, hardware, and services that are designed to solve specific business or consumer needs. This holistic approach is favored because it delivers complete, ready-to-implement packages that facilitate easier adoption and integration into existing systems. Various companies are adopting solutions that are

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easy to deploy and manage and minimize the need for extensive in-house expertise. On 11 January 2022, Oracle scaled up converged charging to serve 100 million subscribers. Cloud scale charging is an online and offline charging solution within Oracle's Cloud Scale Monetization portfolio.

Breakup by Business Function:

- Marketing and Sales
- IT
- Finance
- Supply Chain
- Operations

Marketing and sales hold the largest share of the industry

A detailed breakup and analysis of the market based on the business function have also been provided in the report. This includes marketing and sales, IT, finance, supply chain, and operations. According to the report, marketing and sales accounted for the largest market share.

IoT monetization in marketing and sales leverages connected devices to enhance user experiences, streamline operations, and drive revenue. IoT devices collect a vast range of data on the behavior and preferences of individuals, which enables marketing and sales companies to track which products users interact with the most in a physical store or how website analytics work online. This data helps marketers tailor their campaigns and product placements more effectively, leading to higher conversion rates. Apart from this, companies can deliver personalized marketing messages to individuals.

Breakup by Deployment Mode:

- On-premises
- Cloud-based

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Cloud-based represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the deployment mode. This includes on-premises and cloud-based. According to the report, cloud-based represented the largest segment.

Cloud-based IoT monetization uses of cloud computing technology to improve the capabilities of IoT systems and provide more scalable, flexible, and powerful solutions that organizations can use to generate revenue from their IoT deployments. Moreover, companies are adopting cloud-based models due to their cost-effective nature. On 1 February 2024, SmarTone Telecommunications Holdings Limited chosen Oracle to transform its business support systems (BSS). By upgrading its legacy solutions to bring prepaid charging and postpaid billing onto one unified, cloud native platform, Oracle Cloud Scale Charging and Billing will enable SmarTone to efficiently launch as wells as scale differentiated offerings.

Breakup by Organization Size:

Large Enterprises

Small and Medium-sized Enterprises

Large enterprises exhibit a clear dominance in the market

A detailed breakup and analysis of the market based on the organization size have also been provided in the report. This includes large enterprises and small and medium-sized enterprises. According to the report, large enterprises accounted for the largest market share.

Large enterprises are organizations that usually exceed other businesses in terms of operational scale, revenue, assets, and employee count. These enterprises operate on a large scale and often have a broad geographic reach with multiple national or international markets. The rising adoption of IoT monetization in large enterprises for enhanced operational efficiency and productivity is contributing to the market growth. With IoT, large enterprises can collect vast amounts of data from various sources, which can be analyzed to derive insights about market trends, user behavior, and operational inefficiencies.

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Breakup by Industry Vertical:

- BFSI
- Retail
- IT and Telecom
- Manufacturing
- Transportation and Logistics
- Healthcare
- Energy and Utilities
- Others

The report has provided a detailed breakup and analysis of the market based on the industry vertical. This includes BFSI, retail, IT and telecom, manufacturing, transportation and logistics, healthcare, energy and utilities, and others.

In the banking, financial services, and insurance (BFSI) industry, IoT monetization represents a burgeoning opportunity to enhance user service, improve operational efficiencies, and develop new business models. Banks and financial institutions are using IoT to offer personalized user experiences.

There is a rise in the utilization of IoT in the retail sector for real time tracking and automated restocking information. It helps in maintaining optimal inventory levels while reducing costs. In addition, IoT devices manage energy use and predict maintenance needs, thereby saving costs and preventing breakdowns.

IoT monetization in information technology (IT) and telecom allows companies to monetize their data and expand into diverse industries by introducing initiatives and services beyond conventional network connectivity. It benefits in enhancing service offerings, improving network management, and creating new revenue streams.

IoT monetization in the manufacturing industry encompasses the use of IoT

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technologies to enhance manufacturing processes, improve productivity, reduce costs, and open up new revenue streams. IoT devices can monitor the condition of manufacturing equipment in real time and predict failures before they occur.

In transportation and logistics, IoT monetization allows organizations to optimize their maintenance schedules and improve the quality and service life of their fleet vehicles. IoT technology enables seamless data exchange via tracking devices and computer systems. It also allows managers to easily track the location of goods in transit and immediately verify product details as soon as they arrive at the destination.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

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United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America leads the market, accounting for the largest IoT monetization market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America represents the largest regional market for IoT monetization.

The rising adoption of advanced technologies, along with improved internet facilities in the North America region, is propelling the market growth. Key manufacturers in the region are engaging in mergers and acquisitions (M&As) to expand their product portfolio. On 26 May 2021, CSG, a company in the US, acquired Tango Telecom, a leading supplier of convergent policy control and messaging solutions. The acquisition is the culmination of a long-standing relationship that delivers end-to-end digital monetization solutions to some of the world’s largest and most successful

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communications service providers (CSPs). Additionally, the acquisition of Tango Telecom arms CSG with real time, dynamic policy, and call control management.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the IoT monetization industry include Amdocs, Cisco Systems Inc., CSG Systems International Inc., General Electric Company, Infosys Limited, International Business Machines Corporation, Microsoft Corporation, Nokia Corporation, Oracle Corporation, PTC Inc., Samsung Electronics Co. Ltd., Tata Consultancy Services Limited, Telefonaktiebolaget LM Ericsson, and Thales Group.

Key Questions Answered in This Report

1.How big is the IoT monetization market?

2.What is the future outlook of IoT monetization market?

3.What are the key factors driving the IoT monetization market?

4.Which region accounts for the largest IoT monetization market share?

5.Which are the leading companies in the global IoT monetization market?

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