

# 2018-2023 Global IoT Platforms Market Report (Status and Outlook)

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## Abstracts

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In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global IoT Platforms market for 2018-2023.

An IoT platform means cloud-based and on premise software packages and related services that enable and support sophisticated IoT services. Speak specifically, An IoT platform combines several software functions into one solution to enable companies to develop and deploy Internet of Things solutions faster, better and cheaper.

PTC (ThingWorx), Cisco (Jasper) and Microsoft captured the top three revenue share spots in the IoT Platforms market in 2016. PTC (ThingWorx) dominated with 7.92% revenue share, followed by Cisco (Jasper) with 7.44% revenue share and Microsoft with 4.77% revenue share.

Despite the presence of competition problems, due to the clear global recovery trend, investors are still optimistic about this area, increasingly complex IoT solutions require more advanced communication platforms and middleware that facilitate seamless integration of devices, networks and applications. There is a wide range of software platforms developed for the purpose of supporting and enabling IoT solutions. The intention is to enable rapid development and lower costs by offering standardised components that can be shared across multiple solutions in many industry verticals, in future still more new investment will enter into the field. Technology and cost are two major problems.

Over the next five years, LPI(LP Information) projects that IoT Platforms will register a 28.8% CAGR in terms of revenue, reach US\$ 6110 million by 2023, from US\$ 1340 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of IoT Platforms market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Consumer IoT

Business IoT

Segmentation by application:

Home Automation

Wearable Technology

Smart City

Industrial Automation

Connected Transportation

Healthcare

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

PTC (ThingWorx)

Cisco (Jasper)

Microsoft

Google

IBM

Intel

SAP

Oracle

Amazon

Telit

General Electric

Gemalto

Zebra Technologies

AT&T

Xively (LogMeIn)

Aeris

Exosite

Particle

Ayla Networks

relayr

Bosch Software Innovations

Teezle

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global IoT Platforms market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of IoT Platforms market by identifying its various subsegments.

Focuses on the key global IoT Platforms players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the IoT Platforms with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the

market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of IoT Platforms submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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