

# **Global IoT (Internet of Things) Market Development Strategy Pre and Post COVID-19, by Corporate Strategy Analysis, Landscape, Type, Application, and Leading 20 Countries**

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## **Abstracts**

The Internet of Things (IoT) is an information carrier such as the Internet and traditional telecommunication networks, enabling all ordinary objects that can perform independent functions to realize interconnected networks.

IoT is a network of physical objects that contain embedded software, sensors, and IP technology to enable them to interact with and gather data on their environment. The data collected from this process are then transmitted over the internet and can be analyzed to improve both cost and operational efficiency.

One of the goals of IoT is to help integrate two segments: Machine-to-machine (M2M) communication services and operational technology. M2M communication services link connected devices to a central system autonomously, without the need for human interaction, while operational technology monitors and controls the devices (enterprises or end-users).

The IoT (Internet of Things) market revenue was xx Million USD in 2016, grew to xx Million USD in 2020, and will reach xx Million USD in 2026, with a CAGR of xx during 2020-2026.

Global IoT (Internet of Things) Market Development Strategy Pre and Post COVID-19, by Corporate Strategy Analysis, Landscape, Type, Application, and Leading 20 Countries covers and analyzes the potential of the global IoT (Internet of Things) industry, providing statistical information about market dynamics, growth factors, major challenges, PEST analysis and market entry strategy Analysis, opportunities and forecasts. The biggest highlight of the report is to provide companies in the industry with

a strategic analysis of the impact of COVID-19. At the same time, this report analyzed the market of leading 20 countries and introduce the market potential of these countries.

Major Players in IoT (Internet of Things) market are:

HPE  
Hitachi  
AT&T  
Oracle  
China Mobile  
IBM  
SAP  
Xiaomi  
Intel  
Huawei  
Alibaba  
Samsung  
Qualcomm  
Amazon  
Tencent  
PTC  
Softbank  
Cisco  
Google  
GE  
HCL  
Nokia  
Dell  
Microsoft  
Ericsson  
Synopsys

Most important types of IoT (Internet of Things) products covered in this report are:

Software  
IT Services  
Connectivity  
Devices

Most widely used downstream fields of IoT (Internet of Things) market covered in this

report are:

- Building and home automation
- Smart energy and utilities
- Smart manufacturing
- Connected logistics
- Smart retail
- Smart mobility and transportation
- Medical and healthcare
- Others

Top countries data covered in this report:

- United States
- Canada
- Germany
- UK
- France
- Italy
- Spain
- Russia
- China
- Japan
- South Korea
- Australia
- Thailand
- Brazil
- Argentina
- Chile
- South Africa
- Egypt
- UAE
- Saudi Arabia

Chapter 1 is the basis of the entire report. In this chapter, we define the market concept and market scope of IoT (Internet of Things), including product classification, application areas, and the entire report covered area.

Chapter 2 is the core idea of the whole report. In this chapter, we provide a detailed introduction to our research methods and data sources.

Chapter 3 focuses on analyzing the current competitive situation in the IoT (Internet of Things) market and provides basic information, market data, product introductions, etc. of leading companies in the industry. At the same time, Chapter 3 includes the highlighted analysis--Strategies for Company to Deal with the Impact of COVID-19.

Chapter 4 provides breakdown data of different types of products, as well as market forecasts.

Different application fields have different usage and development prospects of products. Therefore, Chapter 5 provides subdivision data of different application fields and market forecasts.

Chapter 6 includes detailed data of major regions of the world, including detailed data of major regions of the world. North America, Asia Pacific, Europe, South America, Middle East and Africa.

Chapters 7-26 focus on the regional market. We have selected the most representative 20 countries from 197 countries in the world and conducted a detailed analysis and overview of the market development of these countries.

Chapter 27 focuses on market qualitative analysis, providing market driving factor analysis, market development constraints, PEST analysis, industry trends under COVID-19, market entry strategy analysis, etc.

#### Key Points:

Define, describe and forecast IoT (Internet of Things) product market by type, application, end user and region.

Provide enterprise external environment analysis and PEST analysis.

Provide strategies for company to deal with the impact of COVID-19.

Provide market dynamic analysis, including market driving factors, market development constraints.

Provide market entry strategy analysis for new players or players who are ready to enter the market, including market segment definition, client analysis, distribution model, product messaging and positioning, and price strategy analysis.

Keep up with international market trends and provide analysis of the impact of the COVID-19 epidemic on major regions of the world.

Analyze the market opportunities of stakeholders and provide market leaders with details of the competitive landscape.

Years considered for this report:

Historical Years: 2016-2020

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2021-2026

## Contents

### **1 IOT (INTERNET OF THINGS) MARKET DEFINITION AND OVERVIEW**

- 1.1 Objectives of the Study
- 1.2 Overview of IoT (Internet of Things)
- 1.3 IoT (Internet of Things) Market Scope and Market Size Estimation
- 1.4 Market Segmentation
  - 1.4.1 Types of IoT (Internet of Things)
  - 1.4.2 Applications of IoT (Internet of Things)
- 1.5 Market Exchange Rate

### **2 RESEARCH METHOD AND LOGIC**

- 2.1 Methodology
- 2.2 Research Data Source

### **3 MARKET COMPETITION ANALYSIS**

- 3.1 HPE Market Performance Analysis
  - 3.1.1 HPE Basic Information
  - 3.1.2 Product and Service Analysis
  - 3.1.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.1.4 HPE Sales, Value, Price, Gross Margin 2016-2021
- 3.2 Hitachi Market Performance Analysis
  - 3.2.1 Hitachi Basic Information
  - 3.2.2 Product and Service Analysis
  - 3.2.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.2.4 Hitachi Sales, Value, Price, Gross Margin 2016-2021
- 3.3 AT&T Market Performance Analysis
  - 3.3.1 AT&T Basic Information
  - 3.3.2 Product and Service Analysis
  - 3.3.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.3.4 AT&T Sales, Value, Price, Gross Margin 2016-2021
- 3.4 Oracle Market Performance Analysis
  - 3.4.1 Oracle Basic Information
  - 3.4.2 Product and Service Analysis
  - 3.4.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.4.4 Oracle Sales, Value, Price, Gross Margin 2016-2021

- 3.5 China Mobile Market Performance Analysis
  - 3.5.1 China Mobile Basic Information
  - 3.5.2 Product and Service Analysis
  - 3.5.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.5.4 China Mobile Sales, Value, Price, Gross Margin 2016-2021
- 3.6 IBM Market Performance Analysis
  - 3.6.1 IBM Basic Information
  - 3.6.2 Product and Service Analysis
  - 3.6.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.6.4 IBM Sales, Value, Price, Gross Margin 2016-2021
- 3.7 SAP Market Performance Analysis
  - 3.7.1 SAP Basic Information
  - 3.7.2 Product and Service Analysis
  - 3.7.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.7.4 SAP Sales, Value, Price, Gross Margin 2016-2021
- 3.8 Xiaomi Market Performance Analysis
  - 3.8.1 Xiaomi Basic Information
  - 3.8.2 Product and Service Analysis
  - 3.8.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.8.4 Xiaomi Sales, Value, Price, Gross Margin 2016-2021
- 3.9 Intel Market Performance Analysis
  - 3.9.1 Intel Basic Information
  - 3.9.2 Product and Service Analysis
  - 3.9.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.9.4 Intel Sales, Value, Price, Gross Margin 2016-2021
- 3.10 Huawei Market Performance Analysis
  - 3.10.1 Huawei Basic Information
  - 3.10.2 Product and Service Analysis
  - 3.10.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.10.4 Huawei Sales, Value, Price, Gross Margin 2016-2021
- 3.11 Alibaba Market Performance Analysis
  - 3.11.1 Alibaba Basic Information
  - 3.11.2 Product and Service Analysis
  - 3.11.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.11.4 Alibaba Sales, Value, Price, Gross Margin 2016-2021
- 3.12 Samsung Market Performance Analysis
  - 3.12.1 Samsung Basic Information
  - 3.12.2 Product and Service Analysis
  - 3.12.3 Strategies for Company to Deal with the Impact of COVID-19

- 3.12.4 Samsung Sales, Value, Price, Gross Margin 2016-2021
- 3.13 Qualcomm Market Performance Analysis
  - 3.13.1 Qualcomm Basic Information
  - 3.13.2 Product and Service Analysis
  - 3.13.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.13.4 Qualcomm Sales, Value, Price, Gross Margin 2016-2021
- 3.14 Amazon Market Performance Analysis
  - 3.14.1 Amazon Basic Information
  - 3.14.2 Product and Service Analysis
  - 3.14.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.14.4 Amazon Sales, Value, Price, Gross Margin 2016-2021
- 3.15 Tencent Market Performance Analysis
  - 3.15.1 Tencent Basic Information
  - 3.15.2 Product and Service Analysis
  - 3.15.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.15.4 Tencent Sales, Value, Price, Gross Margin 2016-2021
- 3.16 PTC Market Performance Analysis
  - 3.16.1 PTC Basic Information
  - 3.16.2 Product and Service Analysis
  - 3.16.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.16.4 PTC Sales, Value, Price, Gross Margin 2016-2021
- 3.17 Softbank Market Performance Analysis
  - 3.17.1 Softbank Basic Information
  - 3.17.2 Product and Service Analysis
  - 3.17.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.17.4 Softbank Sales, Value, Price, Gross Margin 2016-2021
- 3.18 Cisco Market Performance Analysis
  - 3.18.1 Cisco Basic Information
  - 3.18.2 Product and Service Analysis
  - 3.18.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.18.4 Cisco Sales, Value, Price, Gross Margin 2016-2021
- 3.19 Google Market Performance Analysis
  - 3.19.1 Google Basic Information
  - 3.19.2 Product and Service Analysis
  - 3.19.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.19.4 Google Sales, Value, Price, Gross Margin 2016-2021
- 3.20 GE Market Performance Analysis
  - 3.20.1 GE Basic Information
  - 3.20.2 Product and Service Analysis



- 3.20.3 Strategies for Company to Deal with the Impact of COVID-19
- 3.20.4 GE Sales, Value, Price, Gross Margin 2016-2021
- 3.21 HCL Market Performance Analysis
  - 3.21.1 HCL Basic Information
  - 3.21.2 Product and Service Analysis
  - 3.21.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.21.4 HCL Sales, Value, Price, Gross Margin 2016-2021
- 3.22 Nokia Market Performance Analysis
  - 3.22.1 Nokia Basic Information
  - 3.22.2 Product and Service Analysis
  - 3.22.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.22.4 Nokia Sales, Value, Price, Gross Margin 2016-2021
- 3.23 Dell Market Performance Analysis
  - 3.23.1 Dell Basic Information
  - 3.23.2 Product and Service Analysis
  - 3.23.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.23.4 Dell Sales, Value, Price, Gross Margin 2016-2021
- 3.24 Microsoft Market Performance Analysis
  - 3.24.1 Microsoft Basic Information
  - 3.24.2 Product and Service Analysis
  - 3.24.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.24.4 Microsoft Sales, Value, Price, Gross Margin 2016-2021
- 3.25 Ericsson Market Performance Analysis
  - 3.25.1 Ericsson Basic Information
  - 3.25.2 Product and Service Analysis
  - 3.25.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.25.4 Ericsson Sales, Value, Price, Gross Margin 2016-2021
- 3.26 Synopsys Market Performance Analysis
  - 3.26.1 Synopsys Basic Information
  - 3.26.2 Product and Service Analysis
  - 3.26.3 Strategies for Company to Deal with the Impact of COVID-19
  - 3.26.4 Synopsys Sales, Value, Price, Gross Margin 2016-2021

## **4 MARKET SEGMENT BY TYPE, HISTORICAL DATA AND MARKET FORECASTS**

- 4.1 Global IoT (Internet of Things) Production and Value by Type
  - 4.1.1 Global IoT (Internet of Things) Production by Type 2016-2021
  - 4.1.2 Global IoT (Internet of Things) Market Value by Type 2016-2021
- 4.2 Global IoT (Internet of Things) Market Production, Value and Growth Rate by Type

## 2016-2021

- 4.2.1 Software Market Production, Value and Growth Rate
- 4.2.2 IT Services Market Production, Value and Growth Rate
- 4.2.3 Connectivity Market Production, Value and Growth Rate
- 4.2.4 Devices Market Production, Value and Growth Rate
- 4.3 Global IoT (Internet of Things) Production and Value Forecast by Type
  - 4.3.1 Global IoT (Internet of Things) Production Forecast by Type 2021-2026
  - 4.3.2 Global IoT (Internet of Things) Market Value Forecast by Type 2021-2026
- 4.4 Global IoT (Internet of Things) Market Production, Value and Growth Rate by Type Forecast 2021-2026
  - 4.4.1 Software Market Production, Value and Growth Rate Forecast
  - 4.4.2 IT Services Market Production, Value and Growth Rate Forecast
  - 4.4.3 Connectivity Market Production, Value and Growth Rate Forecast
  - 4.4.4 Devices Market Production, Value and Growth Rate Forecast

## **5 MARKET SEGMENT BY APPLICATION, HISTORICAL DATA AND MARKET FORECASTS**

- 5.1 Global IoT (Internet of Things) Consumption and Value by Application
  - 5.1.1 Global IoT (Internet of Things) Consumption by Application 2016-2021
  - 5.1.2 Global IoT (Internet of Things) Market Value by Application 2016-2021
- 5.2 Global IoT (Internet of Things) Market Consumption, Value and Growth Rate by Application 2016-2021
  - 5.2.1 Building and home automation Market Consumption, Value and Growth Rate
  - 5.2.2 Smart energy and utilities Market Consumption, Value and Growth Rate
  - 5.2.3 Smart manufacturing Market Consumption, Value and Growth Rate
  - 5.2.4 Connected logistics Market Consumption, Value and Growth Rate
  - 5.2.5 Smart retail Market Consumption, Value and Growth Rate
  - 5.2.6 Smart mobility and transportation Market Consumption, Value and Growth Rate
  - 5.2.7 Medical and healthcare Market Consumption, Value and Growth Rate
  - 5.2.8 Others Market Consumption, Value and Growth Rate
- 5.3 Global IoT (Internet of Things) Consumption and Value Forecast by Application
  - 5.3.1 Global IoT (Internet of Things) Consumption Forecast by Application 2021-2026
  - 5.3.2 Global IoT (Internet of Things) Market Value Forecast by Application 2021-2026
- 5.4 Global IoT (Internet of Things) Market Consumption, Value and Growth Rate by Application Forecast 2021-2026
  - 5.4.1 Building and home automation Market Consumption, Value and Growth Rate Forecast
  - 5.4.2 Smart energy and utilities Market Consumption, Value and Growth Rate Forecast

- 5.4.3 Smart manufacturing Market Consumption, Value and Growth Rate Forecast
- 5.4.4 Connected logistics Market Consumption, Value and Growth Rate Forecast
- 5.4.5 Smart retail Market Consumption, Value and Growth Rate Forecast
- 5.4.6 Smart mobility and transportation Market Consumption, Value and Growth Rate Forecast
- 5.4.7 Medical and healthcare Market Consumption, Value and Growth Rate Forecast
- 5.4.8 Others Market Consumption, Value and Growth Rate Forecast

## **6 GLOBAL IOT (INTERNET OF THINGS) BY REGION, HISTORICAL DATA AND MARKET FORECASTS**

- 6.1 Global IoT (Internet of Things) Sales by Region 2016-2021
- 6.2 Global IoT (Internet of Things) Market Value by Region 2016-2021
- 6.3 Global IoT (Internet of Things) Market Sales, Value and Growth Rate by Region 2016-2021
  - 6.3.1 North America
  - 6.3.2 Europe
  - 6.3.3 Asia Pacific
  - 6.3.4 South America
  - 6.3.5 Middle East and Africa
- 6.4 Global IoT (Internet of Things) Sales Forecast by Region 2021-2026
- 6.5 Global IoT (Internet of Things) Market Value Forecast by Region 2021-2026
- 6.6 Global IoT (Internet of Things) Market Sales, Value and Growth Rate Forecast by Region 2021-2026
  - 6.6.1 North America
  - 6.6.2 Europe
  - 6.6.3 Asia Pacific
  - 6.6.4 South America
  - 6.6.5 Middle East and Africa

## **7 UNITED STATE MARKET SIZE ANALYSIS 2016-2026**

- 7.1 United State IoT (Internet of Things) Value and Market Growth 2016-2021
- 7.2 United State IoT (Internet of Things) Sales and Market Growth 2016-2021
- 7.3 United State IoT (Internet of Things) Market Value Forecast 2021-2026

## **8 CANADA MARKET SIZE ANALYSIS 2016-2026**

- 8.1 Canada IoT (Internet of Things) Value and Market Growth 2016-2021

8.2 Canada IoT (Internet of Things) Sales and Market Growth 2016-2021

8.3 Canada IoT (Internet of Things) Market Value Forecast 2021-2026

## **9 GERMANY MARKET SIZE ANALYSIS 2016-2026**

9.1 Germany IoT (Internet of Things) Value and Market Growth 2016-2021

9.2 Germany IoT (Internet of Things) Sales and Market Growth 2016-2021

9.3 Germany IoT (Internet of Things) Market Value Forecast 2021-2026

## **10 UK MARKET SIZE ANALYSIS 2016-2026**

10.1 UK IoT (Internet of Things) Value and Market Growth 2016-2021

10.2 UK IoT (Internet of Things) Sales and Market Growth 2016-2021

10.3 UK IoT (Internet of Things) Market Value Forecast 2021-2026

## **11 FRANCE MARKET SIZE ANALYSIS 2016-2026**

11.1 France IoT (Internet of Things) Value and Market Growth 2016-2021

11.2 France IoT (Internet of Things) Sales and Market Growth 2016-2021

11.3 France IoT (Internet of Things) Market Value Forecast 2021-2026

## **12 ITALY MARKET SIZE ANALYSIS 2016-2026**

12.1 Italy IoT (Internet of Things) Value and Market Growth 2016-2021

12.2 Italy IoT (Internet of Things) Sales and Market Growth 2016-2021

12.3 Italy IoT (Internet of Things) Market Value Forecast 2021-2026

## **13 SPAIN MARKET SIZE ANALYSIS 2016-2026**

13.1 Spain IoT (Internet of Things) Value and Market Growth 2016-2021

13.2 Spain IoT (Internet of Things) Sales and Market Growth 2016-2021

13.3 Spain IoT (Internet of Things) Market Value Forecast 2021-2026

## **14 RUSSIA MARKET SIZE ANALYSIS 2016-2026**

14.1 Russia IoT (Internet of Things) Value and Market Growth 2016-2021

14.2 Russia IoT (Internet of Things) Sales and Market Growth 2016-2021

14.3 Russia IoT (Internet of Things) Market Value Forecast 2021-2026

## **15 CHINA MARKET SIZE ANALYSIS 2016-2026**

- 15.1 China IoT (Internet of Things) Value and Market Growth 2016-2021
- 15.2 China IoT (Internet of Things) Sales and Market Growth 2016-2021
- 15.3 China IoT (Internet of Things) Market Value Forecast 2021-2026

## **16 JAPAN MARKET SIZE ANALYSIS 2016-2026**

- 16.1 Japan IoT (Internet of Things) Value and Market Growth 2016-2021
- 16.2 Japan IoT (Internet of Things) Sales and Market Growth 2016-2021
- 16.3 Japan IoT (Internet of Things) Market Value Forecast 2021-2026

## **17 SOUTH KOREA MARKET SIZE ANALYSIS 2016-2026**

- 17.1 South Korea IoT (Internet of Things) Value and Market Growth 2016-2021
- 17.2 South Korea IoT (Internet of Things) Sales and Market Growth 2016-2021
- 17.3 South Korea IoT (Internet of Things) Market Value Forecast 2021-2026

## **18 AUSTRALIA MARKET SIZE ANALYSIS 2016-2026**

- 18.1 Australia IoT (Internet of Things) Value and Market Growth 2016-2021
- 18.2 Australia IoT (Internet of Things) Sales and Market Growth 2016-2021
- 18.3 Australia IoT (Internet of Things) Market Value Forecast 2021-2026

## **19 THAILAND MARKET SIZE ANALYSIS 2016-2026**

- 19.1 Thailand IoT (Internet of Things) Value and Market Growth 2016-2021
- 19.2 Thailand IoT (Internet of Things) Sales and Market Growth 2016-2021
- 19.3 Thailand IoT (Internet of Things) Market Value Forecast 2021-2026

## **20 BRAZIL MARKET SIZE ANALYSIS 2016-2026**

- 20.1 Brazil IoT (Internet of Things) Value and Market Growth 2016-2021
- 20.2 Brazil IoT (Internet of Things) Sales and Market Growth 2016-2021
- 20.3 Brazil IoT (Internet of Things) Market Value Forecast 2021-2026

## **21 ARGENTINA MARKET SIZE ANALYSIS 2016-2026**

- 21.1 Argentina IoT (Internet of Things) Value and Market Growth 2016-2021

- 21.2 Argentina IoT (Internet of Things) Sales and Market Growth 2016-2021
- 21.3 Argentina IoT (Internet of Things) Market Value Forecast 2021-2026

## **22 CHILE MARKET SIZE ANALYSIS 2016-2026**

- 22.1 Chile IoT (Internet of Things) Value and Market Growth 2016-2021
- 22.2 Chile IoT (Internet of Things) Sales and Market Growth 2016-2021
- 22.3 Chile IoT (Internet of Things) Market Value Forecast 2021-2026

## **23 SOUTH AFRICA MARKET SIZE ANALYSIS 2016-2026**

- 23.1 South Africa IoT (Internet of Things) Value and Market Growth 2016-2021
- 23.2 South Africa IoT (Internet of Things) Sales and Market Growth 2016-2021
- 23.3 South Africa IoT (Internet of Things) Market Value Forecast 2021-2026

## **24 EGYPT MARKET SIZE ANALYSIS 2016-2026**

- 24.1 Egypt IoT (Internet of Things) Value and Market Growth 2016-2021
- 24.2 Egypt IoT (Internet of Things) Sales and Market Growth 2016-2021
- 24.3 Egypt IoT (Internet of Things) Market Value Forecast 2021-2026

## **25 UAE MARKET SIZE ANALYSIS 2016-2026**

- 25.1 UAE IoT (Internet of Things) Value and Market Growth 2016-2021
- 25.2 UAE IoT (Internet of Things) Sales and Market Growth 2016-2021
- 25.3 UAE IoT (Internet of Things) Market Value Forecast 2021-2026

## **26 SAUDI ARABIA MARKET SIZE ANALYSIS 2016-2026**

- 26.1 Saudi Arabia IoT (Internet of Things) Value and Market Growth 2016-2021
- 26.2 Saudi Arabia IoT (Internet of Things) Sales and Market Growth 2016-2021
- 26.3 Saudi Arabia IoT (Internet of Things) Market Value Forecast 2021-2026

## **27 MARKET DYNAMIC ANALYSIS AND DEVELOPMENT SUGGESTIONS**

- 27.1 Market Drivers
- 27.2 Market Development Constraints
- 27.3 PEST Analysis
  - 27.3.1 Political Factors

- 27.3.2 Economic Factors
- 27.3.3 Social Factors
- 27.3.4 Technological Factors
- 27.4 Industry Trends Under COVID-19
  - 27.4.1 Risk Assessment on COVID-19
  - 27.4.2 Assessment of the Overall Impact of COVID-19 on the Industry
  - 27.4.3 Pre COVID-19 and Post COVID-19 Market Scenario
- 27.5 Market Entry Strategy Analysis
  - 27.5.1 Market Definition
  - 27.5.2 Client
  - 27.5.3 Distribution Model
  - 27.5.4 Product Messaging and Positioning
  - 27.5.5 Price
- 27.6 Advice on Entering the Market

## List Of Tables

### LIST OF TABLES AND FIGURES

Market Size Comparison Before and After the COVID-19 Outbreak of Major Company  
Global IoT (Internet of Things) Market Size in 2020 and 2026  
Market Size Comparison Before and After the COVID-19 Outbreak of Major Countries  
Figure Global IoT (Internet of Things) Value (M USD) Segment by Type from 2016-2021  
Figure Global IoT (Internet of Things) Market (M USD) Share by Types in 2020  
Table Different Applications of IoT (Internet of Things)  
Figure Global IoT (Internet of Things) Value (M USD) Segment by Applications from 2016-2021  
Figure Global IoT (Internet of Things) Market Share by Applications in 2020  
Table Market Exchange Rate  
Table HPE Basic Information  
Table Product and Service Analysis  
Table HPE Sales, Value, Price, Gross Margin 2016-2021  
Table Hitachi Basic Information  
Table Product and Service Analysis  
Table Hitachi Sales, Value, Price, Gross Margin 2016-2021  
Table AT&T Basic Information  
Table Product and Service Analysis  
Table AT&T Sales, Value, Price, Gross Margin 2016-2021  
Table Oracle Basic Information  
Table Product and Service Analysis  
Table Oracle Sales, Value, Price, Gross Margin 2016-2021  
Table China Mobile Basic Information  
Table Product and Service Analysis  
Table China Mobile Sales, Value, Price, Gross Margin 2016-2021  
Table IBM Basic Information  
Table Product and Service Analysis  
Table IBM Sales, Value, Price, Gross Margin 2016-2021  
Table SAP Basic Information  
Table Product and Service Analysis  
Table SAP Sales, Value, Price, Gross Margin 2016-2021  
Table Xiaomi Basic Information  
Table Product and Service Analysis  
Table Xiaomi Sales, Value, Price, Gross Margin 2016-2021  
Table Intel Basic Information



Table Product and Service Analysis  
Table Intel Sales, Value, Price, Gross Margin 2016-2021  
Table Huawei Basic Information  
Table Product and Service Analysis  
Table Huawei Sales, Value, Price, Gross Margin 2016-2021  
Table Alibaba Basic Information  
Table Product and Service Analysis  
Table Alibaba Sales, Value, Price, Gross Margin 2016-2021  
Table Samsung Basic Information  
Table Product and Service Analysis  
Table Samsung Sales, Value, Price, Gross Margin 2016-2021  
Table Qualcomm Basic Information  
Table Product and Service Analysis  
Table Qualcomm Sales, Value, Price, Gross Margin 2016-2021  
Table Amazon Basic Information  
Table Product and Service Analysis  
Table Amazon Sales, Value, Price, Gross Margin 2016-2021  
Table Tencent Basic Information  
Table Product and Service Analysis  
Table Tencent Sales, Value, Price, Gross Margin 2016-2021  
Table PTC Basic Information  
Table Product and Service Analysis  
Table PTC Sales, Value, Price, Gross Margin 2016-2021  
Table Softbank Basic Information  
Table Product and Service Analysis  
Table Softbank Sales, Value, Price, Gross Margin 2016-2021  
Table Cisco Basic Information  
Table Product and Service Analysis  
Table Cisco Sales, Value, Price, Gross Margin 2016-2021  
Table Google Basic Information  
Table Product and Service Analysis  
Table Google Sales, Value, Price, Gross Margin 2016-2021  
Table GE Basic Information  
Table Product and Service Analysis  
Table GE Sales, Value, Price, Gross Margin 2016-2021  
Table HCL Basic Information  
Table Product and Service Analysis  
Table HCL Sales, Value, Price, Gross Margin 2016-2021  
Table Nokia Basic Information

Table Product and Service Analysis  
Table Nokia Sales, Value, Price, Gross Margin 2016-2021  
Table Dell Basic Information  
Table Product and Service Analysis  
Table Dell Sales, Value, Price, Gross Margin 2016-2021  
Table Microsoft Basic Information  
Table Product and Service Analysis  
Table Microsoft Sales, Value, Price, Gross Margin 2016-2021  
Table Ericsson Basic Information  
Table Product and Service Analysis  
Table Ericsson Sales, Value, Price, Gross Margin 2016-2021  
Table Synopsys Basic Information  
Table Product and Service Analysis  
Table Synopsys Sales, Value, Price, Gross Margin 2016-2021  
Table Global IoT (Internet of Things) Consumption by Type 2016-2021  
Table Global IoT (Internet of Things) Consumption Share by Type 2016-2021  
Table Global IoT (Internet of Things) Market Value (M USD) by Type 2016-2021  
Table Global IoT (Internet of Things) Market Value Share by Type 2016-2021  
Figure Global IoT (Internet of Things) Market Production and Growth Rate of Software 2016-2021  
Figure Global IoT (Internet of Things) Market Value and Growth Rate of Software 2016-2021  
Figure Global IoT (Internet of Things) Market Production and Growth Rate of IT Services 2016-2021  
Figure Global IoT (Internet of Things) Market Value and Growth Rate of IT Services 2016-2021  
Figure Global IoT (Internet of Things) Market Production and Growth Rate of Connectivity 2016-2021  
Figure Global IoT (Internet of Things) Market Value and Growth Rate of Connectivity 2016-2021  
Figure Global IoT (Internet of Things) Market Production and Growth Rate of Devices 2016-2021  
Figure Global IoT (Internet of Things) Market Value and Growth Rate of Devices 2016-2021  
Table Global IoT (Internet of Things) Consumption Forecast by Type 2021-2026  
Table Global IoT (Internet of Things) Consumption Share Forecast by Type 2021-2026  
Table Global IoT (Internet of Things) Market Value (M USD) Forecast by Type 2021-2026  
Table Global IoT (Internet of Things) Market Value Share Forecast by Type 2021-2026

Figure Global IoT (Internet of Things) Market Production and Growth Rate of Software Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Software Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Production and Growth Rate of IT Services Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of IT Services Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Production and Growth Rate of Connectivity Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Connectivity Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Production and Growth Rate of Devices Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Devices Forecast 2021-2026

Table Global IoT (Internet of Things) Consumption by Application 2016-2021

Table Global IoT (Internet of Things) Consumption Share by Application 2016-2021

Table Global IoT (Internet of Things) Market Value (M USD) by Application 2016-2021

Table Global IoT (Internet of Things) Market Value Share by Application 2016-2021

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Building and home automation 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Building and home automation 2016-2021  
Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart energy and utilities 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart energy and utilities 2016-2021  
Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart manufacturing 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart manufacturing 2016-2021  
Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Connected logistics 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Connected logistics 2016-2021  
Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart retail 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart retail 2016-2021  
Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart mobility and transportation 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart mobility and transportation 2016-2021  
Figure Global IoT (Internet of Things) Market

Consumption and Growth Rate of Medical and healthcare 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Medical and healthcare 2016-2021  
Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Others 2016-2021

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Others 2016-2021  
Table Global IoT (Internet of Things) Consumption Forecast by Application 2021-2026

Table Global IoT (Internet of Things) Consumption Share Forecast by Application 2021-2026

Table Global IoT (Internet of Things) Market Value (M USD) Forecast by Application 2021-2026

Table Global IoT (Internet of Things) Market Value Share Forecast by Application 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Building and home automation Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Building and home automation Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart energy and utilities Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart energy and utilities Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart manufacturing Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart manufacturing Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Connected logistics Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Connected logistics Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart retail Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart retail Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Smart mobility and transportation Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Smart mobility and transportation Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Medical and healthcare Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Medical and healthcare Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Consumption and Growth Rate of Others Forecast 2021-2026

Figure Global IoT (Internet of Things) Market Value and Growth Rate of Others Forecast 2021-2026

Table Global IoT (Internet of Things) Sales by Region 2016-2021

Table Global IoT (Internet of Things) Sales Share by Region 2016-2021

Table Global IoT (Internet of Things) Market Value (M USD) by Region 2016-2021

Table Global IoT (Internet of Things) Market Value Share by Region 2016-2021

Figure North America IoT (Internet of Things) Sales and Growth Rate 2016-2021

Figure North America IoT (Internet of Things) Market Value (M USD) and Growth Rate 2016-2021

Figure Europe IoT (Internet of Things) Sales and Growth Rate 2016-2021

Figure Europe IoT (Internet of Things) Market Value (M USD) and Growth Rate 2016-2021

Figure Asia Pacific IoT (Internet of Things) Sales and Growth Rate 2016-2021

Figure Asia Pacific IoT (Internet of Things) Market Value (M USD) and Growth Rate 2016-2021

Figure South America IoT (Internet of Things) Sales and Growth Rate 2016-2021

Figure South America IoT (Internet of Things) Market Value (M USD) and Growth Rate 2016-2021

Figure Middle East and Africa IoT (Internet of Things) Sales and Growth Rate 2016-2021

Figure Middle East and Africa IoT (Internet of Things) Market Value (M USD) and Growth Rate 2016-2021

Table Global IoT (Internet of Things) Sales Forecast by Region 2021-2026

Table Global IoT (Internet of Things) Sales Share Forecast by Region 2021-2026

Table Global IoT (Internet of Things) Market Value (M USD) Forecast by Region 2021-2026

Table Global IoT (Internet of Things) Market Value Share Forecast by Region 2021-2026

Figure North America IoT (Internet of Things) Sales and Growth Rate Forecast 2021-2026

Figure North America IoT (Internet of Things) Market Value (M USD) and Growth Rate Forecast 2021-2026

Figure Europe IoT (Internet of Things) Sales and Growth Rate Forecast 2021-2026

Figure Europe IoT (Internet of Things) Market Value (M USD) and Growth Rate Forecast 2021-2026

Figure Asia Pacific IoT (Internet of Things) Sales and Growth Rate Forecast 2021-2026

Figure Asia Pacific IoT (Internet of Things) Market Value (M USD) and Growth Rate Forecast 2021-2026

Figure South America IoT (Internet of Things) Sales and Growth Rate Forecast 2021-2026

Figure South America IoT (Internet of Things) Market Value (M USD) and Growth Rate Forecast 2021-2026

Figure Middle East and Africa IoT (Internet of Things) Sales and Growth Rate Forecast 2021-2026

Figure Middle East and Africa IoT (Internet of Things) Market Value (M USD) and Growth Rate Forecast 2021-2026

Figure United State IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure United State IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure United State IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure Canada IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Canada IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Canada IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure Germany IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Germany IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Germany IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure UK IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure UK IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure UK IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure France IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure France IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure France IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure Italy IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Italy IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Italy IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure Spain IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Spain IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Spain IoT (Internet of Things) Market Value and Growth Rate Forecast 2021-2026

Figure Russia IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Russia IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Russia IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure China IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure China IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure China IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure Japan IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Japan IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Japan IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure South Korea IoT (Internet of Things) Value (M USD) and Market Growth  
2016-2021

Figure South Korea IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure South Korea IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure Australia IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Australia IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Australia IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure Thailand IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Thailand IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Thailand IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure Brazil IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Brazil IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Brazil IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure Argentina IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Argentina IoT (Internet of Things) Sales and Market Growth 2016-2021

Figure Argentina IoT (Internet of Things) Market Value and Growth Rate Forecast  
2021-2026

Figure Chile IoT (Internet of Things) Value (M USD) and Market Growth 2016-2021

Figure Chile IoT (Internet of Things)

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