

IIoT Platform Market by Platforms (Device Management, Application Enablement, & Connectivity Management), Services, Application (Predictive Maintenance, Process Optimization, & Automation Control), Vertical and Region - Global Forecast to 2028

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Abstracts

The IIoT platform market size is projected to grow from USD 9.5 billion in 2023 to USD 18.2 billion in 2028 at a Compound Annual Growth Rate (CAGR) of 13.9%. The increasing adoption of IoT devices and sensors in industrial settings, and the growing demand for real-time data analytics

Based on offering, the platform segment is expected to lead the IIoT platform market during the forecast period

IIoT platforms connect various devices, sensors, machines, routers, controllers, gateways, and edge computing systems centrally to streamline business processes and increase operational efficiency. The IIoT platform can be consumed as a technology suite, an open, general-purpose application platform, or both in conjunction. IIoT platforms are engineered to support the safety, security, and mission-criticality requirements associated with industrial assets and their operating environments. In addition, IIoT platforms monitor IoT endpoints and event streams, and support and translate various manufacturer and industry proprietary protocols. IIoT platform also analyzes data at the IoT edge and in the cloud.

Based on platforms, the application enablement platform segment is expected to grow at a higher CAGR during the forecast period

The application enablement platform is designed to ease the management of various

applications, including packing, deployment, and a containerized Software-Defined Environment (SDE). The application enablement platform helps manage distinct application provisioning and ensure application-level security services. Moreover, application enablement platforms are being deployed to address the needs, such as intelligent product enhancements, dynamic response to market demands, lower costs, optimized resource use, and waste reduction.

Based on services, the support and maintenance segment is expected to lead the IIoT platform market during the forecast period

The support and maintenance service segment in the IIoT platform market is driven by the complexity of IIoT systems, the need for technical expertise, the continuous improvement of platforms, the requirement for high reliability and minimal downtime, security and risk mitigation, compliance and regulatory adherence, and performance optimization.

Based on application area, the asset management segment is expected to lead the IIoT platform market during the forecast period

With the explosion of low-cost sensors, location-based services with GPS, affordable connectivity, and gateways, more and more assets are being equipped with tracking devices, sensors, and actuators, thus providing a centralized connection to the IIoT platform. IIoT platform-enabled asset management solutions minimize these risks by updating component locations as soon as they arrive. Asset management is instrumental in managing physical assets and equipment performance on the manufacturing floor. Protecting physical assets, such as plants, machinery, and fleet, is the backbone of manufacturing operations. The asset management industrial application is crucial, as it provides a unified view of operations to all stakeholders and is instrumental in maintaining the effectiveness of manufacturing enterprises.

Based on vertical, the discrete industry segment is expected to grow at a higher CAGR during the forecast period

The discrete industry manufactures and produces distinct units, such as automobiles, furniture, toys, smartphones, and airplanes. Discrete industry comprises a variety of verticals, such as automotive, machine manufacturing, semiconductor and electronics, medical devices, and logistics and transportation. IIoT platforms help these industries by offering solutions, such as predictive management, workforce tracking, and logistics and supply chain management, which enable organizations to improve operational

efficiency, enhance asset life, and reduce downtime.

APAC is expected to grow at a higher CAGR during the forecast period

APAC is the fastest-growing region in the IIoT platform market; this growth can be attributed to the significant adoption of advanced technologies, the proliferation of IoT-enabled devices, continuously enhancing network connectivity, and government initiatives for IoT. From a spending point of view, China is the top spender on IoT in the region, followed by South Korea and India. APAC is a strong adopter of IoT-based devices due to its unique combination of government advocacy, manufacturing roots, and R&D know-how. APAC is taking aggressive initiatives to leverage the IT infrastructure, enabling commercial users to adopt the IIoT platform. The presence of IoT vendors, such as TATA Communications, Wipro, Samsung, and Hitachi, is one factor driving the IIoT platform's growth in APAC. The growth potential in APAC is attracting international IoT vendors to offer their IIoT platform in the region.

By Company Type: Tier 1 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level – 38%, Directors – 30%, and Others – 32%

By Region: North America – 40%, Europe – 15%, APAC – 35%, MEA – 5%, Latin America – 5%.

Some prominent players profiled in the study include Software AG (Germany), PTC (US), Hitachi (Japan), IBM (US), Microsoft (US), Cisco (US), Intel (US), SAP (Germany), Siemens AG (Germany), Accenture (US), Atos (France), Amazon Web Services (US), Oracle (US), Bosch.IO (US), Schneider Electric (France), Davra Networks (US), Eurotech (Italy), Altizon (US), QiO Technologies (UK), Litmus Automation (US), ROOTCLOUD (China), Augury (US), Braincube (France), UnifyTwin (US), and Samsara (US).

Research coverage

The market study covers IIoT platform market across different segments. It aims at estimating the market size and the growth potential of this market across different segments, such as offering (platforms and services), application area (asset management, supply chain management, business process optimization, workforce management, automation control, and emergency and incident management), vertical

(process industry and discrete industry), and regions. The platforms segment is further segmented into device management, application enablement, and connectivity management platforms. The services segment is further segmented into consulting services, system integration and deployment, and support and maintenance. The process industry segment is further segmented into energy and utilities, chemical and materials, food and beverages, and others (pharmaceutical, mining and metals, and pulp and paper) and the discrete industry segment is further segmented into automotive, machine manufacturing, semiconductor and electronics, medical devices, and logistics and transportation and others. The regional analysis of the IIoT platform market covers North America, Europe, Asia Pacific, Middle East & Africa, and Latin America. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Reasons to Buy the Report

The report would help the market leaders and new entrants in the following ways:

It comprehensively segments the IIoT platform market and provides the closest approximations of the revenue numbers for the overall market and its subsegments across different regions.

It would help stakeholders understand the pulse of the market and provide information on the key market drivers, restraints, challenges, and opportunities.

It would help stakeholders understand their competitors better and gain more insights to enhance their positions in the market. The competitive landscape includes a competitor ecosystem, new service developments, partnerships, and mergers and acquisitions.

The report provides insights on the following pointers:

Analysis of key drivers (Rising need for centralized monitoring and predictive maintenance of assets, growing demand for automation in industries, proliferation of IoT devices), restraints (absence of standardization in IoT protocols, integration with the traditional systems and lack of technically skilled workforce opportunities (rising demand for IoT-enabled digital transformation of businesses, shift from on-premises to cloud-based data management strategy) influencing the growth of the IIoT platform. Product

Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in IIoT platform. **Market Development:** Comprehensive information about lucrative markets – the report analyses the IIoT platform market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the IIoT platform market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Software AG (Germany), PTC (US), Hitachi (Japan), IBM (US), Microsoft (US), Cisco (US), Intel (US), SAP (Germany), Siemens AG (Germany), Accenture (US), Atos (France), Amazon Web Services (US), Oracle (US), Bosch.IO (US), Schneider Electric (France), Davra Networks (US), Eurotech (Italy), Altizon (US), QiO Technologies (UK), Litmus Automation (US), ROOTCLOUD (China), Augury (US), Braincube (France), UnifyTwin (US), and Samsara (US).

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
 - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATES, 2020–2022
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 IIOT PLATFORM MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakup of primaries
 - TABLE 2 PRIMARY INTERVIEWS
 - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKDOWN AND DATA TRIANGULATION
 - FIGURE 2 DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
 - 2.3.1 TOP-DOWN APPROACH
 - FIGURE 3 IIOT PLATFORM MARKET SIZE ESTIMATION: TOP-DOWN APPROACH - SUPPLY-SIDE ANALYSIS
 - 2.3.2 BOTTOM-UP APPROACH
 - FIGURE 4 IIOT PLATFORM MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH AND SUPPLY-SIDE ANALYSIS (1/2)
 - FIGURE 5 IIOT PLATFORM MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH AND SUPPLY-SIDE ANALYSIS (2/2)
- 2.4 MARKET FORECAST
 - TABLE 3 FACTOR ANALYSIS
- 2.5 RESEARCH ASSUMPTIONS

2.6 STUDY LIMITATIONS

3 EXECUTIVE SUMMARY

FIGURE 6 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 7 IIOT PLATFORM MARKET, BY REGION, 2023

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN IIOT PLATFORM MARKET

FIGURE 8 GROWING NEED FOR ADVANCED MONITORING SOLUTIONS TO DRIVE GROWTH OF IIOT PLATFORM MARKET

4.2 NORTH AMERICA IIOT PLATFORM MARKET

FIGURE 9 PLATFORMS AND US TO HOLD LARGER MARKET SHARES IN 2023

4.3 ASIA PACIFIC IIOT PLATFORM MARKET

FIGURE 10 PLATFORMS TO HOLD THE LARGER SHARE AND CHINA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2020

4.4 IIOT PLATFORM MARKET, BY COUNTRY

FIGURE 11 CHINA TO WITNESS HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 MARKET OVERVIEW

5.2 MARKET DYNAMICS

FIGURE 12 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: IIOT PLATFORM MARKET

5.2.1 DRIVERS

5.2.1.1 Increased need for centralized monitoring and predictive maintenance of assets

5.2.1.2 Rise in demand for automation across industries

5.2.1.3 Proliferation of IoT devices

5.2.1.4 Rise in number of cost-effective connected devices and sensors

5.2.1.5 Increased IoT-related government initiatives and R&D activities worldwide

5.2.1.6 Emergence of Internet Protocol version 6

5.2.2 RESTRAINTS

5.2.2.1 Lack of standardization in IoT protocols

5.2.2.2 Complications related to integration with legacy systems and lack of skilled

workforce

5.2.3 OPPORTUNITIES

5.2.3.1 Rise in demand for IoT-enabled digital transformation in businesses across verticals

5.2.3.2 Shift from on-premises to cloud-based data management strategy

5.2.3.3 Emergence of 5G technology

5.2.3.4 Increased demand for system integrators

5.2.4 CHALLENGES

5.2.4.1 Issues related to data security and privacy

5.2.4.2 Interoperability issues related to legacy infrastructure and communication networks

5.2.4.3 Requirement of high initial investments in implementing IIoT platforms

TABLE 4 IMPACT ANALYSIS: DRIVERS AND OPPORTUNITIES

TABLE 5 IMPACT ANALYSIS: RESTRAINTS AND CHALLENGES

TABLE 6 CUMULATIVE GROWTH ANALYSIS

5.3 CASE STUDY ANALYSIS

5.3.1 USE CASE 1: CISCO HELPED SENTRYO MANAGE SECURITY AND VISIBILITY IN ITS MANUFACTURING OPERATIONS

5.3.2 USE CASE 2: IBM HELPED SHENZHEN CHINA STAR OPTOELECTRONICS TECHNOLOGY CO., LTD. IMPROVE PRODUCTION QUALITY AND THROUGHPUT

5.3.3 USE CASE 3: MICROSOFT HELPED LEGRAND ACHIEVE SMART BUILDING INNOVATIONS WITH OPEN IOT

5.3.4 USE CASE 4: PTC HELPED QUANT TRANSFORM ITS BUSINESS OF FACTORY SERVICES

5.3.5 USE CASE 4: BOSCH.IO HELPED HOLMER UTILIZE BOSCH IOT SUITE TO GAIN VALUABLE INSIGHTS INTO ITS AGRICULTURAL IOT DATA

5.4 TECHNOLOGY ANALYSIS

5.4.1 INTRODUCTION

5.4.2 DIGITAL TWIN

5.4.3 EDGE COMPUTING

5.4.4 5G

5.4.5 MQTT PROTOCOL

5.4.6 AUGMENTED REALITY

5.4.7 DISRUPTIONS IMPACTING BUYERS/CLIENTS IN IIOT PLATFORM MARKET
FIGURE 13 IIOT PLATFORM MARKET: DISRUPTIONS IMPACTING BUYERS/CLIENTS

5.5 ECOSYSTEM

FIGURE 14 IIOT PLATFORM ECOSYSTEM

TABLE 7 ECOSYSTEM: IIOT PLATFORM MARKET

5.5.1 OEM MANUFACTURERS

5.5.2 CONNECTIVITY SERVICE PROVIDERS

5.5.3 IIOT PLATFORM PROVIDERS

5.5.4 SERVICE PROVIDERS

5.5.5 END USERS/APPLICATIONS

5.6 VALUE CHAIN ANALYSIS

FIGURE 15 IIOT PLATFORM MARKET: VALUE CHAIN

5.7 PORTER'S FIVE FORCES MODEL

TABLE 8 PORTER'S FIVE FORCES ANALYSIS: IIOT PLATFORM MARKET

5.7.1 THREAT OF NEW ENTRANTS

5.7.2 THREAT OF SUBSTITUTES

5.7.3 BARGAINING POWER OF BUYERS

5.7.4 BARGAINING POWER OF SUPPLIERS

5.7.5 DEGREE OF COMPETITION

5.8 KEY STAKEHOLDERS AND BUYING CRITERIA

5.8.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 9 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

5.8.2 BUYING CRITERIA

FIGURE 17 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 10 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

5.9 AVERAGE SELLING PRICE TREND

5.10 PATENT ANALYSIS

5.10.1 METHODOLOGY

5.10.2 DOCUMENT TYPES

FIGURE 18 NUMBER OF PATENTS GRANTED IN YEARLY OVER LAST 3 YEARS, 2021–2023

5.10.2.1 Top applicants

FIGURE 19 TOP TEN PATENT APPLICANTS WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2021–2023

TABLE 11 PATENTS GRANTED TO VENDORS IN IIOT PLATFORM MARKET

5.11 KEY CONFERENCES AND EVENTS IN 2023

TABLE 12 IIOT PLATFORM MARKET: DETAILED LIST OF CONFERENCES AND EVENTS

5.12 REGULATORY IMPLICATIONS

5.12.1 ISO STANDARDS

5.12.1.1 ISO/IEC JTC 1

5.12.1.2 ISO/IEC 27001

5.12.1.3 ISO/IEC 19770

5.12.1.4 ISO/IEC JTC 1/SWG 5

5.12.1.5 ISO/IEC JTC 1/SC 31

5.12.1.6 ISO/IEC JTC 1/SC 27

5.12.1.7 ISO/IEC JTC 1/WG 7

5.12.2 GENERAL DATA PROTECTION REGULATION

5.12.3 INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS

5.12.4 CEN/ISO

5.12.5 CEN/CENELEC

5.12.6 EUROPEAN TELECOMMUNICATIONS STANDARDS INSTITUTE

5.12.7 ITU-T

5.13 HISTORY OF IIOT PLATFORM

5.14 BEST PRACTICES FOLLOWED WHILE ADOPTING IIOT PLATFORMS

5.15 FUTURE DIRECTION OF IIOT PLATFORM MARKET

5.15.1 IIOT PLATFORM MARKET ROADMAP TILL 2030

5.15.1.1 Short-term (2023-2025)

5.15.1.2 Mid-term (2026-2028)

5.15.1.3 Long-term (2029-2030)

6 IIOT PLATFORM MARKET, BY OFFERING

6.1 INTRODUCTION

FIGURE 20 SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 13 IIOT PLATFORM MARKET SIZE, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 14 IIOT PLATFORM MARKET SIZE, BY OFFERING, 2023–2028 (USD MILLION)

6.2 PLATFORMS

6.2.1 NEED TO IDENTIFY, ANALYZE, AND OPTIMIZE INDUSTRIAL DATA TO DRIVE SEGMENT

6.2.2 PLATFORMS: IIOT PLATFORM MARKET DRIVERS

TABLE 15 IIOT PLATFORM MARKET SIZE, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 16 IIOT PLATFORM MARKET SIZE, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 17 PLATFORMS: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 18 PLATFORMS: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.2.3 DEVICE MANAGEMENT PLATFORM

6.2.3.1 Rise in number of connected devices to drive segment

6.2.3.2 Device management platform: IIoT platform market drivers

TABLE 19 DEVICE MANAGEMENT PLATFORM: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 20 DEVICE MANAGEMENT PLATFORM: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.2.4 APPLICATION ENABLEMENT PLATFORM

6.2.4.1 Need to drive innovation and achieve operational excellence to propel segment

6.2.4.2 Application enablement platform: IIoT platform market drivers

TABLE 21 APPLICATION ENABLEMENT PLATFORM: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 22 APPLICATION ENABLEMENT PLATFORM: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.2.5 CONNECTIVITY MANAGEMENT PLATFORM

6.2.5.1 Increased requirement for common platform to manage entire network to boost segment

6.2.5.2 Connectivity management platform: IIoT platform market drivers

TABLE 23 CONNECTIVITY MANAGEMENT PLATFORM: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 24 CONNECTIVITY MANAGEMENT PLATFORM: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.3 SERVICES

6.3.1.1 Improved business operations to drive segment

6.3.2 SERVICES: IIOT PLATFORM MARKET DRIVERS

TABLE 25 IIOT PLATFORM MARKET SIZE, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 26 IIOT PLATFORM MARKET SIZE, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 27 SERVICES: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 28 SERVICES: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.3.3 CONSULTING SERVICES

6.3.3.1 Need to identify right platform and reduce complexities to drive segment

6.3.3.2 Consulting services: IIoT platform market drivers

TABLE 29 CONSULTING SERVICES: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 30 CONSULTING SERVICES: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.3.4 SYSTEM INTEGRATION AND DEPLOYMENT

6.3.4.1 Need to upgrade existing business operations to drive segment

6.3.4.2 System integration and deployment: IIoT platform market drivers

TABLE 31 SYSTEM INTEGRATION AND DEPLOYMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 32 SYSTEM INTEGRATION AND DEPLOYMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

6.3.5 SUPPORT AND MAINTENANCE

6.3.5.1 Requirement for proactive monitoring and remote diagnostics to drive segment

6.3.5.2 Support and maintenance: IIoT platform market drivers

TABLE 33 SUPPORT AND MAINTENANCE: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 34 SUPPORT AND MAINTENANCE: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7 IIOT PLATFORM MARKET, BY APPLICATION AREA

7.1 INTRODUCTION

FIGURE 21 SUPPLY CHAIN MANAGEMENT SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 35 IIOT PLATFORM MARKET SIZE, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 36 IIOT PLATFORM MARKET SIZE, BY APPLICATION AREA, 2023–2028 (USD MILLION)

7.2 ASSET MANAGEMENT

7.2.1 INCREASED FOCUS ON OPTIMIZING ASSET UTILIZATION TO PROPEL SEGMENT

7.2.2 ASSET MANAGEMENT: IIOT PLATFORM MARKET DRIVERS

TABLE 37 IIOT PLATFORM MARKET SIZE, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 38 IIOT PLATFORM MARKET SIZE, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 39 ASSET MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 40 ASSET MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.2.3 CONDITION MONITORING

7.2.3.1 Need to enhance equipment reliability and reduce unplanned downtime to boost segment

TABLE 41 CONDITION MONITORING: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 42 CONDITION MONITORING: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.2.4 PREDICTIVE MAINTENANCE

7.2.4.1 Extensive use to minimize maintenance costs to propel segment

TABLE 43 PREDICTIVE MAINTENANCE: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 44 PREDICTIVE MAINTENANCE: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.3 SUPPLY CHAIN MANAGEMENT

7.3.1 USE IN IMPROVING SUPPLY CHAIN OPERATIONS TO DRIVE SEGMENT

7.3.2 SUPPLY CHAIN MANAGEMENT: IIOT PLATFORM MARKET DRIVERS

TABLE 45 SUPPLY CHAIN MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 46 SUPPLY CHAIN MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.4 BUSINESS PROCESS OPTIMIZATION

7.4.1 NEED TO STREAMLINE BUSINESS OPERATIONS TO BOOST SEGMENT

7.4.2 BUSINESS PROCESS OPTIMIZATION: IIOT PLATFORM MARKET DRIVERS

TABLE 47 BUSINESS PROCESS OPTIMIZATION: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 48 BUSINESS PROCESS OPTIMIZATION: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.5 WORKFORCE MANAGEMENT

7.5.1 DATA-DRIVEN DECISION-MAKING CAPABILITIES AND IMPROVED WORKFORCE ALLOCATION TO DRIVE SEGMENT

7.5.2 WORKFORCE MANAGEMENT: IIOT PLATFORM MARKET DRIVERS

TABLE 49 WORKFORCE MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 50 WORKFORCE MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.6 AUTOMATION CONTROL

7.6.1 ENHANCED PRODUCTIVITY AND IMPROVED EQUIPMENT PERFORMANCE

TO BOOST SEGMENT

7.6.2 AUTOMATION CONTROL: IIOT PLATFORM MARKET DRIVERS

TABLE 51 AUTOMATION CONTROL: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 52 AUTOMATION CONTROL: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

7.7 EMERGENCY AND INCIDENT MANAGEMENT

7.7.1 INCREASED ADOPTION IN PREVENTING FATAL ACCIDENTS TO DRIVE SEGMENT

7.7.2 EMERGENCY AND INCIDENT MANAGEMENT: IIOT PLATFORM MARKET DRIVERS

TABLE 53 EMERGENCY AND INCIDENT MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 54 EMERGENCY AND INCIDENT MANAGEMENT: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8 IIOT PLATFORM MARKET, BY VERTICAL

8.1 INTRODUCTION

FIGURE 22 DISCRETE INDUSTRY SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 55 IIOT PLATFORM MARKET SIZE, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 56 IIOT PLATFORM MARKET SIZE, BY VERTICAL, 2023–2028 (USD MILLION)

8.2 PROCESS INDUSTRY

8.2.1 IMPROVED OPERATIONAL EFFECIENCY ACROSS PROCESSES TO BOOST SEGMENT

8.2.2 PROCESS INDUSTRY: IIOT PLATFORM MARKET DRIVERS

TABLE 57 IIOT PLATFORM MARKET SIZE, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 58 IIOT PLATFORM MARKET SIZE, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 59 PROCESS INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 60 PROCESS INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.2.3 ENERGY AND UTILITIES

8.2.3.1 Demand for energy efficiency and grid optimization to propel segment

8.2.3.2 Energy and utilities: Use cases

- 8.2.3.2.1 Smart grid management
- 8.2.3.2.2 Asset monitoring and maintenance
- 8.2.3.2.3 Energy optimization
- 8.2.3.2.4 Remote monitoring and control
- 8.2.3.2.5 Renewable energy integration
- 8.2.3.2.6 Water management
- 8.2.3.2.7 Safety and security

TABLE 61 ENERGY AND UTILITIES: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 62 ENERGY AND UTILITIES: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.2.4 CHEMICALS AND MATERIALS

- 8.2.4.1 Need for enhanced safety and operational efficiency to drive segment
- 8.2.4.2 Chemicals and materials: Use cases
 - 8.2.4.2.1 Predictive maintenance
 - 8.2.4.2.2 Supply chain optimization
 - 8.2.4.2.3 Environmental monitoring
 - 8.2.4.2.4 Quality control and process optimization
 - 8.2.4.2.5 Energy management
 - 8.2.4.2.6 Remote operations and control
 - 8.2.4.2.7 Safety and security

TABLE 63 CHEMICALS AND MATERIALS: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 64 CHEMICALS AND MATERIALS: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.2.5 FOOD AND BEVERAGES

8.2.5.1 Requirement to maintain food safety and regulatory compliances to boost segment

- 8.2.5.2 Food and beverages: Use cases
 - 8.2.5.2.1 Supply chain traceability
 - 8.2.5.2.2 Cold chain monitoring
 - 8.2.5.2.3 Quality control and shelf-life optimization
 - 8.2.5.2.4 Energy and resource management
 - 8.2.5.2.5 Smart vending and retail
 - 8.2.5.2.6 Food safety and compliance
 - 8.2.5.2.7 Smart packaging and labeling

TABLE 65 FOOD AND BEVERAGES: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 66 FOOD AND BEVERAGES: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.2.6 OTHERS

TABLE 67 OTHER PROCESS INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 68 OTHER PROCESS INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3 DISCRETE INDUSTRY

8.3.1 EXTENSIVE USE TO ENHANCE ASSET LIFE AND REDUCE DOWNTIME TO DRIVE SEGMENT

8.3.2 DISCRETE INDUSTRY: IIOT PLATFORM MARKET DRIVERS

TABLE 69 IIOT PLATFORM MARKET SIZE, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 70 IIOT PLATFORM MARKET SIZE, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 71 DISCRETE INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 72 DISCRETE INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3.3 AUTOMOTIVE

8.3.3.1 Rise in demand for use in connected cars to boost segment

8.3.3.2 Automotive: Use cases

8.3.3.2.1 Predictive maintenance

8.3.3.2.2 Fleet management and optimization

8.3.3.2.3 Supply chain visibility

8.3.3.2.4 Quality control and defect detection

8.3.3.2.5 Connected car services

8.3.3.2.6 Safety and security

8.3.3.2.7 Energy efficiency and sustainability

TABLE 73 AUTOMOTIVE: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 74 AUTOMOTIVE: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3.4 MACHINE MANUFACTURING

8.3.4.1 Extensive use in optimizing production processes and improving equipment performance to drive segment

8.3.4.2 Machine manufacturing: Use cases

8.3.4.2.1 Remote monitoring and predictive maintenance

8.3.4.2.2 Asset and inventory management

- 8.3.4.2.3 Quality control and process optimization
- 8.3.4.2.4 Production line optimization
- 8.3.4.2.5 Supply chain integration and collaboration
- 8.3.4.2.6 Energy efficiency and sustainability
- 8.3.4.2.7 Worker safety and ergonomics

TABLE 75 MACHINE MANUFACTURING: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 76 MACHINE MANUFACTURING: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3.5 SEMICONDUCTOR AND ELECTRONICS

8.3.5.1 Increased demand for smart manufacturing and predictive maintenance to drive segment

8.3.5.2 Semiconductor and electronics: Use cases

- 8.3.5.2.1 Real-time equipment monitoring
- 8.3.5.2.2 Yield optimization
- 8.3.5.2.3 Supply chain management
- 8.3.5.2.4 Automated testing and quality control
- 8.3.5.2.5 Energy management
- 8.3.5.2.6 Asset tracking and management
- 8.3.5.2.7 Predictive analytics and maintenance

TABLE 77 SEMICONDUCTOR AND ELECTRONICS: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 78 SEMICONDUCTOR AND ELECTRONICS: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3.6 MEDICAL DEVICES

8.3.6.1 Real-time patient monitoring and remote healthcare services to boost segment

8.3.6.2 Medical devices: Use cases

- 8.3.6.2.1 Remote patient monitoring
- 8.3.6.2.2 Predictive maintenance of medical devices
- 8.3.6.2.3 Inventory management and tracking
- 8.3.6.2.4 Data analytics and insights
- 8.3.6.2.5 Enhanced device functionality and personalization
- 8.3.6.2.6 Regulatory compliance and data security
- 8.3.6.2.7 Telehealth and telemedicine

TABLE 79 MEDICAL DEVICES: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 80 MEDICAL DEVICES: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3.7 LOGISTICS AND TRANSPORTATION

8.3.7.1 Need for supply chain visibility to propel segment

8.3.7.2 Logistics and transportation: Use cases

8.3.7.2.1 Asset tracking and management

8.3.7.2.2 Fleet management and optimization

8.3.7.2.3 Predictive maintenance

8.3.7.2.4 Supply chain visibility and optimization

8.3.7.2.5 Condition monitoring and cold chain management

8.3.7.2.6 Route optimization and traffic management

8.3.7.2.7 Safety and security

TABLE 81 LOGISTICS AND TRANSPORTATION: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 82 LOGISTICS AND TRANSPORTATION: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

8.3.8 OTHERS

TABLE 83 OTHER DISCRETE INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2018–2022 (USD MILLION)

TABLE 84 OTHER DISCRETE INDUSTRY: IIOT PLATFORM MARKET SIZE, BY REGION, 2023–2028 (USD MILLION)

9 IIOT PLATFORM MARKET, BY REGION

9.1 INTRODUCTION

FIGURE 23 NORTH AMERICA TO LEAD MARKET DURING FORECAST PERIOD

FIGURE 24 MARKET IN ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 85 IIOT PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 86 IIOT PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

9.2 NORTH AMERICA

9.2.1 NORTH AMERICA: IIOT PLATFORM MARKET REGULATORY IMPLICATIONS

9.2.2 NORTH AMERICA: IIOT PLATFORM MARKET DRIVERS

FIGURE 25 NORTH AMERICA: IIOT PLATFORM MARKET SNAPSHOT

TABLE 87 NORTH AMERICA: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 88 NORTH AMERICA: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 89 NORTH AMERICA: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 90 NORTH AMERICA: IIOT PLATFORM MARKET, BY PLATFORMS,

2023–2028 (USD MILLION)

TABLE 91 NORTH AMERICA: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 92 NORTH AMERICA: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 93 NORTH AMERICA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 94 NORTH AMERICA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 95 NORTH AMERICA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 96 NORTH AMERICA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 97 NORTH AMERICA: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 98 NORTH AMERICA: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 99 NORTH AMERICA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 100 NORTH AMERICA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 101 NORTH AMERICA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 102 NORTH AMERICA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 103 NORTH AMERICA: IIOT PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 104 NORTH AMERICA: IIOT PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.2.3 US

9.2.3.1 Presence of developed IT infrastructure and early adoption of advanced technologies to drive market

9.2.3.2 US: IIoT platform market drivers

TABLE 105 US: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 106 US: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 107 US: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 108 US: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 109 US: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 110 US: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 111 US: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 112 US: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 113 US: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 114 US: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 115 US: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 116 US: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 117 US: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 118 US: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 119 US: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 120 US: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

9.2.4 CANADA

9.2.4.1 Rapid technological advancements across industries to drive market

9.2.4.2 Canada: IIoT platform market drivers

TABLE 121 CANADA: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 122 CANADA: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 123 CANADA: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 124 CANADA: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 125 CANADA: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 126 CANADA: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 127 CANADA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 128 CANADA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 129 CANADA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 130 CANADA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 131 CANADA: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 132 CANADA: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 133 CANADA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 134 CANADA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 135 CANADA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 136 CANADA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

9.3 EUROPE

9.3.1 EUROPE: IIOT PLATFORM MARKET REGULATORY IMPLICATIONS

9.3.2 EUROPE: IIOT PLATFORM MARKET DRIVERS

TABLE 137 EUROPE: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 138 EUROPE: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 139 EUROPE: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 140 EUROPE: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 141 EUROPE: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 142 EUROPE: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 143 EUROPE: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 144 EUROPE: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 145 EUROPE: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 146 EUROPE: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 147 EUROPE: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 148 EUROPE: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 149 EUROPE: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 150 EUROPE: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 151 EUROPE: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 152 EUROPE: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 153 EUROPE: IIOT PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 154 EUROPE: IIOT PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.3.3 UK

9.3.3.1 Increased emphasis on industry 4.0 and digital transformation to propel market

9.3.3.2 UK: IIoT platform market drivers

TABLE 155 UK: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 156 UK: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 157 UK: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 158 UK: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 159 UK: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 160 UK: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 161 UK: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022

(USD MILLION)

TABLE 162 UK: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028

(USD MILLION)

TABLE 163 UK: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022

(USD MILLION)

TABLE 164 UK: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028

(USD MILLION)

TABLE 165 UK: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 166 UK: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 167 UK: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 168 UK: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 169 UK: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 170 UK: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

9.3.4 GERMANY

9.3.4.1 Advanced IT infrastructure in manufacturing sector to drive market

9.3.4.2 Germany: IIoT platform market drivers

9.3.5 FRANCE

9.3.5.1 Rise in focus on digitalization and industry modernization to boost market

9.3.5.2 France: IIoT platform market drivers

9.3.6 REST OF EUROPE

9.4 ASIA PACIFIC

9.4.1 ASIA PACIFIC: IIOT PLATFORM MARKET REGULATORY IMPLICATIONS

9.4.2 ASIA PACIFIC: IIOT PLATFORM MARKET DRIVERS

FIGURE 26 ASIA PACIFIC: IIOT PLATFORM MARKET SNAPSHOT

TABLE 171 ASIA PACIFIC: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 172 ASIA PACIFIC: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 173 ASIA PACIFIC: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 174 ASIA PACIFIC: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 175 ASIA PACIFIC: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022

(USD MILLION)

TABLE 176 ASIA PACIFIC: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028

(USD MILLION)

TABLE 177 ASIA PACIFIC: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 178 ASIA PACIFIC: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 179 ASIA PACIFIC: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 180 ASIA PACIFIC: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 181 ASIA PACIFIC: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 182 ASIA PACIFIC: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 183 ASIA PACIFIC: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 184 ASIA PACIFIC: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 185 ASIA PACIFIC: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 186 ASIA PACIFIC: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 187 ASIA PACIFIC: IIOT PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 188 ASIA PACIFIC: IIOT PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.4.3 CHINA

9.4.3.1 Government support for technological advancements to drive market

9.4.3.2 China: IIoT platform market drivers

TABLE 189 CHINA: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 190 CHINA: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 191 CHINA: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 192 CHINA: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 193 CHINA: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD

MILLION)

TABLE 194 CHINA: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 195 CHINA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 196 CHINA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 197 CHINA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 198 CHINA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 199 CHINA: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 200 CHINA: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 201 CHINA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 202 CHINA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 203 CHINA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 204 CHINA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

9.4.4 JAPAN

9.4.4.1 Increased government investments in smart city and connected cars projects to boost market

9.4.4.2 Japan: IIoT platform market drivers

9.4.5 REST OF ASIA PACIFIC

9.5 MIDDLE EAST & AFRICA

9.5.1 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET REGULATORY IMPLICATIONS

9.5.2 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET DRIVERS

TABLE 205 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 206 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 207 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 208 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY PLATFORMS,

2023–2028 (USD MILLION)

TABLE 209 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 210 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 211 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 212 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 213 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 214 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 215 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 216 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 217 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 218 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 219 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 220 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 221 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 222 MIDDLE EAST & AFRICA: IIOT PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.5.3 SAUDI ARABIA

9.5.3.1 Implementation of Saudi Vision 2030 framework to drive market

9.5.3.2 Saudi Arabia: IIoT platform market drivers

9.5.4 ISRAEL

9.5.4.1 Strong focus on technological innovations to propel market

9.5.4.2 Israel: IIoT platform market drivers

9.5.5 REST OF MIDDLE EAST AND AFRICA

9.6 LATIN AMERICA

9.6.1 LATIN AMERICA: IIOT PLATFORM MARKET REGULATORY IMPLICATIONS

9.6.2 LATIN AMERICA: IIOT PLATFORM MARKET DRIVERS

TABLE 223 LATIN AMERICA: IIOT PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 224 LATIN AMERICA: IIOT PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 225 LATIN AMERICA: IIOT PLATFORM MARKET, BY PLATFORMS, 2018–2022 (USD MILLION)

TABLE 226 LATIN AMERICA: IIOT PLATFORM MARKET, BY PLATFORMS, 2023–2028 (USD MILLION)

TABLE 227 LATIN AMERICA: IIOT PLATFORM MARKET, BY SERVICES, 2018–2022 (USD MILLION)

TABLE 228 LATIN AMERICA: IIOT PLATFORM MARKET, BY SERVICES, 2023–2028 (USD MILLION)

TABLE 229 LATIN AMERICA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2018–2022 (USD MILLION)

TABLE 230 LATIN AMERICA: IIOT PLATFORM MARKET, BY APPLICATION AREA, 2023–2028 (USD MILLION)

TABLE 231 LATIN AMERICA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2018–2022 (USD MILLION)

TABLE 232 LATIN AMERICA: IIOT PLATFORM MARKET, BY ASSET MANAGEMENT, 2023–2028 (USD MILLION)

TABLE 233 LATIN AMERICA: IIOT PLATFORM MARKET, BY VERTICAL, 2018–2022 (USD MILLION)

TABLE 234 LATIN AMERICA: IIOT PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 235 LATIN AMERICA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2018–2022 (USD MILLION)

TABLE 236 LATIN AMERICA: IIOT PLATFORM MARKET, BY PROCESS INDUSTRY, 2023–2028 (USD MILLION)

TABLE 237 LATIN AMERICA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2018–2022 (USD MILLION)

TABLE 238 LATIN AMERICA: IIOT PLATFORM MARKET, BY DISCRETE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 239 LATIN AMERICA: IIOT PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 240 LATIN AMERICA: IIOT PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.6.3 BRAZIL

9.6.3.1 implementation of digital transformation initiatives to boost market

9.6.3.2 Brazil: IIoT platform market drivers

9.6.4 MEXICO

9.6.4.1 Advancements in connectivity technologies to propel market

9.6.4.2 Mexico: IIoT platform market drivers

9.6.5 REST OF LATIN AMERICA

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 KEY MARKET DEVELOPMENTS

FIGURE 27 KEY DEVELOPMENTS IN IIOT PLATFORM MARKET, 2021–2023

10.2.1 PRODUCT LAUNCHES

TABLE 241 IIOT PLATFORM MARKET: PRODUCT LAUNCHES (2020–2023)

10.2.2 DEALS

TABLE 242 IIOT PLATFORM MARKET: DEALS (2020–2023)

10.3 MARKET RANKING

FIGURE 28 MARKET RANKING IN 2022

10.4 MARKET SHARE ANALYSIS

TABLE 243 IIOT PLATFORM MARKET: DEGREE OF COMPETITION

FIGURE 29 MARKET SHARE ANALYSIS OF COMPANIES IN IIOT PLATFORM MARKET

10.5 HISTORICAL REVENUE ANALYSIS

FIGURE 30 HISTORICAL THREE-YEAR REVENUE ANALYSIS OF LEADING PLAYERS

10.6 COMPANY EVALUATION MATRIX

10.7 COMPANY EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

TABLE 244 PRODUCT FOOTPRINT WEIGHTAGE

10.7.1 STARS

10.7.2 EMERGING LEADERS

10.7.3 PERVASIVE PLAYERS

10.7.4 PARTICIPANTS

FIGURE 31 IIOT PLATFORM MARKET (GLOBAL) COMPANY EVALUATION MATRIX, 2022

10.8 COMPETITIVE BENCHMARKING

10.8.1 COMPETITIVE BENCHMARKING OF KEY PLAYERS

TABLE 245 COMPANY FOOTPRINT: PRODUCT

TABLE 246 COMPANY FOOTPRINT: APPLICATION

TABLE 247 COMPANY FOOTPRINT: VERTICAL

TABLE 248 COMPANY FOOTPRINT: REGION

10.8.2 COMPETITIVE BENCHMARKING OF STARTUPS/SMES

TABLE 249 DETAILED LIST OF STARTUPS/SMES
10.9 STARTUPS/SMES EVALUATION MATRIX, 2022
10.9.1 PROGRESSIVE COMPANIES
10.9.2 RESPONSIVE COMPANIES
10.9.3 DYNAMIC COMPANIES
10.9.4 STARTING BLOCKS

FIGURE 32 IIOT PLATFORM MARKET (GLOBAL), STARTUPS/SMES EVALUATION MATRIX, 2022

11 COMPANY PROFILES

11.1 INTRODUCTION

11.2 KEY PLAYERS

(Business overview, Platforms/Solutions/Services offered, Recent developments, MnM view, Key strengths/Right to win, Strategic choices made, and Weaknesses and competitive threats)*

11.2.1 SOFTWARE AG

TABLE 250 SOFTWARE AG: BUSINESS OVERVIEW

FIGURE 33 SOFTWARE AG: COMPANY SNAPSHOT

TABLE 251 SOFTWARE AG: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 252 SOFTWARE AG: DEALS

11.2.2 PTC

TABLE 253 PTC: BUSINESS OVERVIEW

FIGURE 34 PTC: COMPANY SNAPSHOT

TABLE 254 PTC: DEALS

TABLE 255 PTC: OTHERS

11.2.3 HITACHI

TABLE 256 HITACHI: BUSINESS OVERVIEW

FIGURE 35 HITACHI: COMPANY SNAPSHOT

TABLE 257 HITACHI: PRODUCT LAUNCHES

TABLE 258 HITACHI: DEALS

11.2.4 IBM

TABLE 259 IBM: BUSINESS OVERVIEW

FIGURE 36 IBM: COMPANY SNAPSHOT

TABLE 260 IBM: DEALS

11.2.5 MICROSOFT

TABLE 261 MICROSOFT: BUSINESS OVERVIEW

FIGURE 37 MICROSOFT: COMPANY SNAPSHOT

TABLE 262 MICROSOFT: DEALS

11.2.6 CISCO

TABLE 263 CISCO: BUSINESS OVERVIEW

FIGURE 38 CISCO: COMPANY SNAPSHOT

TABLE 264 CISCO: PRODUCT LAUNCHES

TABLE 265 CISCO: DEALS

TABLE 266 CISCO: OTHERS

11.2.7 INTEL

TABLE 267 INTEL: BUSINESS OVERVIEW

FIGURE 39 INTEL: COMPANY SNAPSHOT

TABLE 268 INTEL: DEALS

11.2.8 SAP

TABLE 269 SAP: BUSINESS OVERVIEW

FIGURE 40 SAP: COMPANY SNAPSHOT

TABLE 270 SAP: DEALS

11.2.9 SIEMENS

TABLE 271 SIEMENS: BUSINESS OVERVIEW

FIGURE 41 SIEMENS: COMPANY SNAPSHOT

TABLE 272 SIEMENS: DEALS

11.2.10 ACCENTURE

TABLE 273 ACCENTURE: BUSINESS OVERVIEW

FIGURE 42 ACCENTURE: COMPANY SNAPSHOT

TABLE 274 ACCENTURE: DEALS

11.2.11 ATOS

11.2.12 AMAZON WEB SERVICES (AWS)

11.2.13 ORACLE

11.2.14 BOSCH.IO

11.2.15 SCHNEIDER ELECTRIC

11.2.16 DAVRA

11.2.17 EUROTECH

11.3 STARTUPS/SMES

11.3.1 ALTIZON

11.3.2 QIO TECHNOLOGIES

11.3.3 LITMUS

11.3.4 ROOTCLOUD

11.3.5 AUGURY

11.3.6 SAMSARA

11.3.7 BRAINCUBE

11.3.8 UNIFYTWIN

*Details on Business overview, Platforms/Solutions/Services offered, Recent

developments, MnM view, Key strengths/Right to win, Strategic choices made, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

12 APPENDIX

12.1 ADJACENT/RELATED MARKET

12.1.1 IOT IN SMART CITIES MARKET – GLOBAL FORECAST TO 2025

12.1.1.1 Market definition

12.1.1.2 Market overview

12.1.1.3 IoT in smart cities market, by offering

TABLE 275 IOT IN SMART CITIES MARKET SIZE, BY OFFERING, 2016–2019 (USD BILLION)

TABLE 276 IOT IN SMART CITIES MARKET SIZE, BY OFFERING, 2019–2025 (USD BILLION)

12.1.1.4 IoT in smart cities market, by solution

TABLE 277 IOT IN SMART CITIES MARKET SIZE, BY SOLUTION, 2016–2019 (USD BILLION)

TABLE 278 IOT IN SMART CITIES MARKET SIZE, BY SOLUTION, 2019–2025 (USD BILLION)

12.1.1.5 IoT in smart cities market, by service

TABLE 279 SERVICES: IOT IN SMART CITIES MARKET SIZE, BY TYPE, 2016–2019 (USD BILLION)

TABLE 280 SERVICES: IOT IN SMART CITIES MARKET SIZE, BY TYPE, 2019–2025 (USD BILLION)

TABLE 281 PROFESSIONAL SERVICES: IOT IN SMART CITIES MARKET SIZE, BY TYPE, 2016–2019 (USD BILLION)

TABLE 282 PROFESSIONAL SERVICES: IOT IN SMART CITIES MARKET SIZE, BY TYPE, 2019–2025 (USD BILLION)

12.1.1.6 IoT in smart cities market, by application

TABLE 283 IOT IN SMART CITIES MARKET SIZE, BY APPLICATION, 2016–2019 (USD BILLION)

TABLE 284 IOT IN SMART CITIES MARKET SIZE, BY APPLICATION, 2019–2025 (USD BILLION)

12.1.1.7 IoT in smart cities market, by region

TABLE 285 IOT IN SMART CITIES MARKET SIZE, BY REGION, 2016–2019 (USD BILLION)

TABLE 286 IOT IN SMART CITIES MARKET SIZE, BY REGION, 2019–2025 (USD BILLION)

12.1.2 IOT IN HEALTHCARE MARKET – GLOBAL FORECAST TO 2025

12.1.2.1 Market definition

12.1.2.2 Market overview

12.1.2.3 IoT in healthcare market, by component

TABLE 287 IOT IN HEALTHCARE MARKET SIZE, BY COMPONENT, 2015–2019 (USD BILLION)

TABLE 288 IOT IN HEALTHCARE MARKET SIZE, BY COMPONENT, 2019–2025 (USD BILLION)

TABLE 289 MEDICAL DEVICES: IOT IN HEALTHCARE MARKET SIZE, BY TYPE, 2015–2019 (USD BILLION)

TABLE 290 MEDICAL DEVICES: IOT IN HEALTHCARE MARKET SIZE, BY TYPE, 2019–2025 (USD BILLION)

TABLE 291 SYSTEMS AND SOFTWARE: IOT IN HEALTHCARE MARKET SIZE, BY TYPE, 2015–2019 (USD BILLION)

TABLE 292 SYSTEMS AND SOFTWARE: IOT IN HEALTHCARE MARKET SIZE, BY TYPE, 2019–2025 (USD BILLION)

TABLE 293 SERVICES: IOT IN HEALTHCARE MARKET SIZE, BY TYPE, 2015–2019 (USD BILLION)

TABLE 294 SERVICES: IOT IN HEALTHCARE MARKET SIZE, BY TYPE, 2019–2025 (USD BILLION)

12.1.2.4 IoT in healthcare market, by application

TABLE 295 IOT IN HEALTHCARE MARKET SIZE, BY APPLICATION, 2015–2019 (USD BILLION)

TABLE 296 IOT IN HEALTHCARE MARKET SIZE, BY APPLICATION, 2019–2025 (USD BILLION)

12.1.2.5 IoT in healthcare market, by end user

TABLE 297 IOT IN HEALTHCARE MARKET SIZE, BY END USER, 2015–2019 (USD BILLION)

TABLE 298 IOT IN HEALTHCARE MARKET SIZE, BY END USER, 2019–2025 (USD BILLION)

12.1.2.6 IoT in healthcare market, by region

TABLE 299 IOT IN HEALTHCARE MARKET SIZE, BY REGION, 2015–2019 (USD BILLION)

TABLE 300 IOT IN HEALTHCARE MARKET SIZE, BY REGION, 2019–2025 (USD BILLION)

12.1.3 5G IOT MARKET

12.1.3.1 Market definition

12.1.3.2 Market overview

12.1.3.3 5G IoT market, by radio technology

TABLE 301 5G IOT MARKET SIZE, BY RADIO TECHNOLOGY, 2020–2025 (USD MILLION)

12.1.3.4 5G IoT market, by range

TABLE 302 5G IOT MARKET SIZE, BY RANGE, 2020–2025 (USD MILLION)

TABLE 303 SHORT-RANGE IOT DEVICES: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 304 WIDE-RANGE IOT DEVICES: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

12.1.3.5 5G IoT market, by vertical

TABLE 305 5G IOT MARKET SIZE, BY VERTICAL, 2020–2025 (USD MILLION)

TABLE 306 MANUFACTURING: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 307 ENERGY AND UTILITIES: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 308 GOVERNMENT: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 309 HEALTHCARE: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 310 TRANSPORTATION AND LOGISTICS: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 311 MINING: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 312 OTHERS: 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

12.1.3.6 5G IoT market, by region

TABLE 313 5G IOT MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 314 5G IOT CONNECTIONS, BY REGION, 2020–2025 (MILLION)

12.2 DISCUSSION GUIDE

12.3 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

12.4 CUSTOMIZATION OPTIONS

12.5 RELATED REPORTS

12.6 AUTHOR DETAILS

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