

# **IoT based Asset Tracking and Monitoring Market by Connectivity(Wi-Fi, Bluetooth, Cellular, NB-IoT, LoRa, SigFox, UWB, GNSS), Application(Automotive, Manufacturing, & Cold Chain Monitoring), Region(North America, Europe, APAC, RoW) - Global Forecast to 2027**

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## **Abstracts**

The IoT based Asset Tracking and Monitoring market is projected to reach USD 6.6billion by 2027, growing at a CAGR of 11.3% from 2022 to 2027. This report covers key applications, namely, livestock monitoring, automotive, railways, aviation, manufacturing, cold chain monitoring, and others in IoT based asset tracking and monitoring market. The Wi-Fi connectivity type in deploying IoT based Asset tracking and monitoring accounted for a whopping share of about 24% of the market in 2021.

“By application, the market for cold chain monitoring segment is expected to hold about one-fifth market share during the forecast period”

Cold chain monitoring devices are a valuable tool for fleets that move products that must be kept at a specific temperature or range throughout the transportation process, such as food, beverages, medicines, or other goods, to prevent damage or waste in the cold chain supply chain, the devices transmit real-time temperature data. Temperature data loggers, also called cold chain monitoring devices, are wireless sensors that use IoT technology to deliver real-time temperature data. To aid cold chain managers and customers in understanding the temperature, these IoT-based asset tracking and monitoring devices are frequently installed in reefers, refrigeration units, or cold rooms.

“Asia Pacific region is expected to grow at highest CAGR in the IoT based Asset

Tracking and Monitoring market during the forecast period.”

Asia Pacific is one of the major markets for chip and module manufacturing. The commercialization of IoT and its convergence across all the industries are estimated to be in the growth phase, especially in developing economies of Asia Pacific. The region has emerged as a global focal point for large investments and business expansion opportunities. Asia Pacific is expected to witness substantial growth due to the region's high production and consumption of electronic devices. In addition, the presence of leading manufacturers of chips and modules is significantly driving the growth of the regional IoT-based asset tracking and monitoring market.

Break-up of the profiles of primary participants:

By Company Type – Tier 1 – 10%, Tier 2 – 55%, and Tier 3 – 35%

By Designation – C-level – 45%, Director-level – 25%, and Other – 30%

By Region – North America - 55%, Europe – 20%, APAC – 15%, and RoW – 10%

The key players operating in the IoT based asset tracking and monitoring market include Fibocom Wireless Inc. (China), Quectel (China), Sierra Wireless (Canada), Telit (U.K.), u-blox (Switzerland), Thales (France), Sony Semiconductor Israel Ltd. (Israel), Nordic Semiconductor (Norway), Gosuncn Welink Corporation (China), Laird Connectivity (US), Semtech (US), Mediatek Inc. (Taiwan), Analog Devices, Inc. (US), Sequans (France), MeiG Smart Technology (China), Neoway Technology (China), Xiamen CHEERZING IoT Technology (China), HiSilicon Technologies (China), Skyworks Solutions, Inc. (US), Omnitrac (US), Hilti (US), Samsara (US), Azuga (US), and Sunsea AIoT Technology Co., Ltd (China). The IoT based asset tracking and monitoring market has been segmented into connected type, application, and region.

Based on connectivity type the IoT based asset tracking and monitoring market has been segmented by Wi-Fi, Bluetooth, Cellular, NB-IoT, LoRa, SigFox, UWB, GNSS, and Others. Based on application the IoT based asset tracking and monitoring market has been segmented by livestock monitoring, automotive, railways, aviation, manufacturing, cold chain monitoring, and others. Based on region the IoT based Asset Tracking and Monitoring market has been segmented by North America, Europe, Asia Pacific, and Rest of the World.

Illustrative segmentation, analysis, and forecast of the market based on connectivity type, application, and region have been conducted to give an overall view of the IoT based Asset Tracking and Monitoring market.

A value chain analysis has been performed to provide in-depth insights into the IoT based Asset Tracking and Monitoring market.

The key drivers, restraints, opportunities, and challenges pertaining to the IoT based Asset Tracking and Monitoring market have been detailed in this report.

Detailed information regarding the COVID-19 impact on the IoT based Asset Tracking and Monitoring market has been provided in the report.

The report includes a detailed competitive landscape of the market, along with key players, as well as in-depth analysis of their revenues

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