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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 deployingIoT based Asset tracking and monitoring accounted for a whoppingshare of about 24% of the market in 2021.

“By application, the market for cold chain monitoringsegment is expected to holdabout one-fifthmarket 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 Monitoringmarket 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 ofprimary 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 includeareFibocom Wireless Inc. (China), Quectel (China), Sierra Wireless (Canada), Telit (U.K.), u-blox (Switzerland), Thales (France), Sony Semiconductor Israel Ltd. (Israel), Nordic Semiconductor (Norway), GosuncnWelink 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), Omnitracs (US), Hilti (US), Samsara (US), Azuga (US), and Sunsea AIoT Technology Co., Ltd (China).TheIoT based asset tracking and monitoring markethas been segmentedinto connected type, application, and region.

Based on connectivity typethe 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 bylivestock monitoring, automotive, railways, aviation, manufacturing, cold chain monitoring, and others.Based on region theIoT based Asset Tracking and Monitoring market has been segmented by North America, Europe, Asia Pacific, and Rest of the World.

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

Avalue chain analysis has been performed to provide in-depth insightsinto the IoT based Asset Tracking and Monitoring market.

The key drivers, restraints, opportunities, and challengespertaining to the IoT based Asset Tracking and Monitoring markethave been detailed in this report.

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

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

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Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES
1.2 MARKET DEFINITION
1.2.1 INCLUSIONS AND EXCLUSIONS
1.3 STUDY SCOPE
1.3.1 MARKETS COVERED
FIGURE 1 IOT-BASED ASSET TRACKING AND MONITORING MARKET: SEGMENTATION
1.3.2 GEOGRAPHIC SCOPE
FIGURE 2 IOT-BASED ASSET TRACKING AND MONITORING MARKET: REGIONAL SCOPE
1.3.3 YEARS CONSIDERED
FIGURE 3 IOT-BASED ASSET TRACKING AND MONITORING: FORECAST YEARS
1.4 CURRENCY
1.5 LIMITATIONS
1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
FIGURE 4 IOT-BASED ASSET TRACKING AND MONITORING MARKET: RESEARCH DESIGN
2.1.1 SECONDARY AND PRIMARY RESEARCH
FIGURE 5 RESEARCH APPROACH
2.1.2 SECONDARY DATA
2.1.2.1 List of major secondary sources
2.1.2.2 Key data from secondary sources
2.1.3 PRIMARY DATA
2.1.3.1 Breakdown of primaries
2.1.3.2 Key data from primary sources
2.1.3.3 Primary interviews
2.1.3.4 Key industry insights
2.2 MARKET SIZE ESTIMATION
2.2.1 BOTTOM-UP APPROACH
2.2.1.1 Approach for deriving market size by bottom-up analysis
FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH
2.2.2.1 Approach for deriving market size by top-down analysis
FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE APPROACH—REVENUE GENERATED FROM IOT-BASED ASSET TRACKING AND MONITORING MARKET
2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
FIGURE 9 DATA TRIANGULATION
2.4 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

3.1 GROWTH RATE ASSUMPTIONS/GROWTH FORECASTS
FIGURE 10 IOT-BASED ASSET TRACKING AND MONITORING MARKET, 2018–2027
FIGURE 11 MANUFACTURING SEGMENT TO HOLD LARGEST SHARE OF IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, FROM 2022 TO 2027
FIGURE 12 CELLULAR SEGMENT TO DOMINATE IOT-BASED ASSET TRACKING AND MONITORING MARKET, CONNECTIVITY TYPE, FROM 2022 TO 2027
FIGURE 13 NORTH AMERICA ACCOUNTED FOR LARGEST SHARE OF IOT-BASED ASSET TRACKING AND MONITORING MARKET IN 2021

4 PREMIUM INSIGHTS

4.1 NOTABLE GROWTH OPPORTUNITIES IN IOT-BASED ASSET TRACKING AND MONITORING MARKET
FIGURE 14 RISING INTERNET PENETRATION IN SEVERAL APPLICATION SEGMENTS TO FUEL MARKET GROWTH
4.2 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE
FIGURE 15 CELLULAR SEGMENT ACCOUNTED FOR LARGEST MARKET SHARE IN 2021
4.3 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION
FIGURE 16 MANUFACTURING SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD
4.4 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION AND COUNTRY
FIGURE 17 MANUFACTURING SEGMENT AND US ACCOUNTED FOR LARGEST SHARES OF NORTH AMERICAN IOT-BASED ASSET TRACKING AND

MONITORING MARKET IN 2021
4.5 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION
FIGURE 18 CHINA ACCOUNTED FOR HIGHEST CAGR OF IOT-BASED ASSET TRACKING AND MONITORING MARKET IN 2021

5 MARKET OVERVIEW

5.1 INTRODUCTION
5.2 MARKET DYNAMICS
FIGURE 19 IOT-BASED ASSET TRACKING AND MONITORING MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES
5.2.1 DRIVERS
FIGURE 20 IOT-BASED ASSET TRACKING AND MONITORING MARKET: DRIVERS
5.2.1.1 Rising adoption of cost-effective and intelligent connected devices and sensors
FIGURE 21 GLOBAL MACHINE-TO-MACHINE CONNECTIONS FROM 2018 TO 2025 (BILLION UNITS)
FIGURE 22 GLOBAL IOT CONNECTIONS, 2020 & 2026 (BILLION UNITS)
5.2.1.2 Growing use of IoT-based asset trackers and monitors in manufacturing companies
FIGURE 23 KEY COMPONENTS OF IOT ON FACTORY FLOORS
5.2.1.3 Increased deployment of cloud computing platforms
5.2.1.4 Growing use of IoT technologies in factory automation attributed to rising safety compliance
5.2.2 RESTRAINTS
FIGURE 24 IOT-BASED ASSET TRACKING AND MONITORING MARKET: RESTRAINTS
5.2.2.1 Requirement for high initial capital spending
5.2.2.2 Security concerns related to IoT technologies
5.2.2.3 Lack of interoperability and standardization
5.2.3 OPPORTUNITIES
FIGURE 25 IOT-BASED ASSET TRACKING AND MONITORING MARKET: OPPORTUNITIES
5.2.3.1 Rising adoption of data analytics and 5G technologies in automotive sector
FIGURE 26 GLOBAL VEHICLE PRODUCTION, 2017–2021 (MILLION UNITS)
5.2.3.2 Supply chain optimization using IoT-based asset tracking and monitoring modules
5.2.3.3 High benefits associated with warehouse and logistics management
5.2.3.4 Data monetization attributed to AI and IoT convergence

5.2.4 CHALLENGES
FIGURE 27 IOT-BASED ASSET TRACKING AND MONITORING MARKET: CHALLENGES
5.2.4.1 Trade-off complications related to connectivity technologies
5.2.4.2 Decline in semiconductor manufacturing due to COVID-19
FIGURE 28 SEMICONDUCTOR CHIP AND DEVICE MANUFACTURING PRICE INDEX, 2017–2022
5.3 VALUE CHAIN ANALYSIS
FIGURE 29 VALUE CHAIN OF IOT-BASED ASSET TRACKING AND MONITORING MARKET, 2021
5.4 ECOSYSTEM ANALYSIS
FIGURE 30 IOT-BASED ASSET TRACKING AND MONITORING ECOSYSTEM ANALYSIS
TABLE 1 IOT-BASED ASSET TRACKING AND MONITORING ECOSYSTEM
5.5 REVENUE SHIFT AND NEW REVENUE POCKETS FOR IOT-BASED ASSET TRACKING AND MONITORING MARKET
FIGURE 31 REVENUE SHIFT FOR IOT-BASED ASSET TRACKING AND MONITORING MARKET PLAYERS
5.6 PORTER'S FIVE FORCES ANALYSIS
TABLE 2 IOT-BASED ASSET TRACKING AND MONITORING MARKET: PORTER'S FIVE FORCES ANALYSIS
5.7 KEY STAKEHOLDERS & BUYING CRITERIA
5.7.1 KEY STAKEHOLDERS IN BUYING PROCESS
FIGURE 32 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS, BY APPLICATION
TABLE 3 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS, BY APPLICATION (%)
5.7.2 BUYING CRITERIA
FIGURE 33 KEY BUYING CRITERIA, BY APPLICATION
TABLE 4 KEY BUYING CRITERIA FOR APPLICATIONS
5.8 CASE STUDY ANALYSIS
5.8.1 USE CASE – TEROPTA AND TELIT
5.8.2 USE CASE – FIWAY AND TELIT
5.8.3 USE CASE – CAINTHUS
5.9 TECHNOLOGY ANALYSIS
5.9.1 COMPLEMENTARY TECHNOLOGY
5.9.1.1 Message queuing telemetry transport (MQTT)
5.9.2 ADJACENT TECHNOLOGY
5.9.2.1 5G

5.10 PRICING ANALYSIS
5.10.1 ASP BY KEY PLAYERS BY CONNECTIVITY TYPE
FIGURE 34 PRICE OF IOT-BASED ASSET TRACKING AND MONITORING MODULES, BY CONNECTIVITY TYPE
FIGURE 35 AVERAGE SELLING PRICE OF KEY PLAYERS, BY CONNECTIVITY TYPE
TABLE 5 AVERAGE SELLING PRICE OF KEY PLAYERS, BY CONNECTIVITY TYPE (USD)
5.11 PATENT ANALYSIS
FIGURE 36 PATENT ANALYSIS
TABLE 6 RELATED PATENTS
5.12 KEY CONFERENCES & EVENTS BETWEEN 2022 AND 2023
TABLE 7 IOT-BASED ASSET TRACKING AND MONITORING MARKET: DETAILED LIST OF CONFERENCES & EVENTS
5.13 TARIFF AND REGULATORY LANDSCAPE
5.13.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 8 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 9 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 10 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 11 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
5.13.2 REGULATORY LANDSCAPE
5.13.2.1 US regulations
5.13.2.1.1 California Consumer Privacy Act
5.13.2.1.2 Service Organization Control 2
5.13.2.1.3 Anti-Cybersquatting Consumer Protection Act
5.13.2.2 EU regulations
5.13.2.2.1 General Data Protection Regulation
5.13.3 STANDARDS
5.13.3.1 CEN/ISO
5.13.3.2 ISO/IEC JTC 1
5.13.3.2.1 ISO/IEC JTC 1/SWG 5
5.13.3.2.2 ISO/IEC JTC 1/SC 31
5.13.3.2.3 ISO/IEC JTC 1/SC 27
5.13.3.2.4 ISO/IEC JTC 1/WG 7 sensors

5.13.3.3 ETSI
5.13.3.4 IEEE
5.13.4 TARIFF
TABLE 12 TARIFF FOR ELECTRONIC INTEGRATED CIRCUITS AS PROCESSORS AND CONTROLLERS EXPORTED BY US, 2020
TABLE 13 TARIFF FOR ELECTRONIC INTEGRATED CIRCUITS AS PROCESSORS AND CONTROLLERS EXPORTED BY CHINA, 2020
TABLE 14 TARIFF FOR ELECTRONIC INTEGRATED CIRCUITS AS PROCESSORS AND CONTROLLERS EXPORTED BY GERMANY, 2020
5.14 TRADE ANALYSIS
TABLE 15 EXPORT DATA FOR HS CODE 851769 FOR TOP COUNTRIES, 2017–2021 (THOUSAND USD)
FIGURE 37 EXPORT DATA FOR HS CODE 851769 FOR TOP COUNTRIES, 2017–2021 (THOUSAND UNITS)
TABLE 16 IMPORT DATA FOR HS CODE 851769 FOR TOP COUNTRIES, 2017–2021 (THOUSAND USD)
FIGURE 38 IMPORT DATA FOR HS CODE 851769 FOR TOP COUNTRIES, 2017–2021 (THOUSAND UNITS)

6 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE

6.1 INTRODUCTION
FIGURE 39 LORA SEGMENT TO GROW AT HIGHEST CAGR FROM 2022 TO 2027
TABLE 17 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 18 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
6.2 WI-FI
6.2.1 INCREASING USE OF WI-FI TECHNOLOGY FOR INDOOR IOT-BASED ASSET TRACKING TO DRIVE MARKET GROWTH
6.2.2 USE CASE: TRACKING HIGH-VALUE EQUIPMENT IN MEDICAL FACILITY
6.2.3 USE CASE: SUPPLY CHAIN MONITORING FOR BETTER ASSET VISIBILITY
TABLE 19 WI-FI: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 20 WI-FI: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.3 BLUETOOTH
6.3.1 RISING PREFERENCE FOR BLUETOOTH ASSET TRACKING IN SHORT-

RANGE CONNECTIVITY TO FUEL MARKET GROWTH
6.3.2 INCREASING INTEGRATION OF BLUETOOTH WITH IOT APPLICATIONS TO CONTRIBUTE TO MARKET GROWTH
6.3.3 USE CASE: ASSET TRACKING ON MANUFACTURING FLOORS THROUGH BLUETOOTH TECHNOLOGY
TABLE 21 BLUETOOTH: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 22 BLUETOOTH: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.4 CELLULAR
6.4.1 EMERGENCE OF 5G TO CREATE GROWTH OPPORTUNITIES FOR CELLULAR CONNECTIVITY SEGMENT IN COMING YEARS
6.4.2 USE CASE: ASSET TRACKING AND MONITORING ACROSS OIL DRILLING SITES
6.4.3 USE CASE: SUPPLY CHAIN MANAGEMENT WITH CELLULAR TECHNOLOGIES
TABLE 23 CELLULAR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 24 CELLULAR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.5 NB-IOT
6.5.1 LOW POWER CONSUMPTION AND HIGH COVERAGE FEATURES OF NB-IOT TO INCREASE ADOPTION IN IOT-BASED ASSET TRACKING AND MONITORING
6.5.2 USE CASE: NB-IOT MODULES IN LIVESTOCK MONITORING
TABLE 25 NB-IOT: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 26 NB-IOT: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.6 LORA
6.6.1 CAPABILITY OF HANDLING HIGH DEVICE DENSITY AT FACILITIES TO FUEL ADOPTION OF LORA
6.6.2 USE CASE: LORAWAN FOR LONG-RANGE PENETRATION
6.6.3 USE CASE: OPTIMIZING LIVESTOCK FARMING AND PROFITABILITY
TABLE 27 LORA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 28 LORA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.7 SIGFOX

6.7.1 INCREASING NEED TO CONNECT DEVICES ACROSS CITIES TO FUEL DEMAND FOR SIGFOX
6.7.2 USE CASE: AIR ASIA STREAMLINED GROUND SUPPORT EQUIPMENT WITH SIGFOX TECH
6.7.3 USE CASE: COST-CUTTING BY 75% WITH ADOPTION OF SIGFOX'S IOT SOLUTIONS IN LOGISTICS
TABLE 29 SIGFOX: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 30 SIGFOX: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.8 ULTRA-WIDEBAND (UWB)
6.8.1 HIGH USE OF UWB FOR SHORT-RANGE DATA TRANSMISSION TO DRIVE MARKET GROWTH
6.8.2 USE CASE: UWB IN HEALTHCARE FOR HIGH-PRECISION APPLICATIONS
TABLE 31 UWB: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 32 UWB: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.9 GNSS
6.9.1 RISING GNSS DEMAND FOR ASSET MANAGEMENT IN RETAIL SECTOR TO DRIVE MARKET GROWTH
6.9.2 USE CASE: EQUIPMENT AND FLEET TRACKING WITH GNSS
TABLE 33 GNSS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 34 GNSS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
6.10 OTHERS
TABLE 35 OTHERS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 36 OTHERS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)

7 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION

7.1 INTRODUCTION
FIGURE 40 MANUFACTURING SEGMENT TO GROW AT HIGHEST CAGR FROM 2022 TO 2027
TABLE 37 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 38 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
7.2 LIVESTOCK MONITORING
7.2.1 RISING INCLINATION OF FARMERS AND RANCHERS TOWARD REAL-TIME MONITORING OF ANIMALS TO FUEL DEMAND FOR IOT-BASED ASSET TRACKERS
7.2.2 SHORTAGE OF LABOR AND INCREASING LABOR COSTS TO INCREASE ADOPTION OF IOT-BASED ASSET MONITORING MODULES
7.2.3 CASE STUDY: COLLABORATION OF DAIRYMASTER AND LERO FOR LIVESTOCK MONITORING PRODUCT DEVELOPMENT
7.2.4 CASE STUDY: COLLABORATION OF LATIUM GROUP AND GHANA BOARD OF ECONOMIC DEVELOPMENT
TABLE 39 LIVESTOCK MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 40 LIVESTOCK MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
7.3 AUTOMOTIVE
7.3.1 INCREASING VEHICLE FLEET AND DEPENDENCY OF MANY VERTICALS ON IOT TECHNOLOGIES FOR LOGISTICS TO PROLIFERATE DEMAND FOR IOT-BASED ASSET TRACKERS
7.3.2 HIGH REAL-TIME OVERALL EQUIPMENT EFFECTIVENESS (OEE) AND OVERALL PRODUCTION EFFECTIVENESS (OPE) TO BOOST SALES OF IOT-BASED MODULES FOR TRACKING
7.3.2.1 Case study: Volvo trucks adopted IBM’S IoT solutions
TABLE 41 AUTOMOTIVE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 42 AUTOMOTIVE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
7.4 RAILWAYS
7.4.1 WAGON AND ROLLING STOCK TRACKING AND MONITORING FEATURES OF IOT-BASED TRACKERS TO FUEL DEMAND
7.4.2 USE CASE: REAL-TIME MANAGEMENT OF LOCOMOTIVE ASSETS BY INOX LLC
TABLE 43 RAILWAYS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 44 RAILWAYS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
7.5 AVIATION
7.5.1 RISING NEED FOR BAGGAGE HANDLING SYSTEM AND GROUND

SUPPORT EQUIPMENT TRACKING AND MONITORING TO FUEL MARKET GROWTH
7.5.2 EXCELLENT LUGGAGE MANAGEMENT BENEFIT OF IOT-BASED TRACKING SYSTEMS IN AIRPORTS TO DRIVE MARKET GROWTH
7.5.3 CASE STUDY: PARTNERSHIP OF SIGFOX WITH TRAVEL COMPANY AMADEUS
TABLE 45 AVIATION: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 46 AVIATION: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
7.6 MANUFACTURING
7.6.1 REAL-TIME LOCATION TRACKING BENEFIT OF IOT-BASED ASSET TRACKING AND MONITORING TO FUEL DEMAND
7.6.2 RISING PREFERENCE FOR IOT-BASED ASSET TRACKERS TO OPTIMIZE USAGE SPACE AND PROVIDE REAL-TIME VISIBILITY TO DRIVE MARKET GROWTH
7.6.3 USE CASE: REAL-TIME ASSET TRACKING IN MANUFACTURING SECTOR WITH BLUETOOTH
TABLE 47 MANUFACTURING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 48 MANUFACTURING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
7.7 COLD CHAIN MONITORING
7.7.1 RISING GOVERNMENT-LED MANDATES TO DEPLOY IOT SOLUTIONS FOR TEMPERATURE AND LOCATION MANAGEMENT TO FUEL MARKET GROWTH
7.7.2 CASE STUDY: SAMSARA DELIVERED IOT TRACKER SOLUTION TO COLD CHAIN DELIVERY TRUCKS
7.7.3 CASE STUDY: PHARMACEUTICAL COLD CHAIN MONITORING WITH IOT ASSET TRACKERS
TABLE 49 COLD CHAIN MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 50 COLD CHAIN MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
7.8 OTHERS
7.8.1 USE CASE: IOT-BASED CARGO CONTAINER TRACKING BY U-BLOX
7.8.2 USE CASE: IOT-BASED MEDICAL EQUIPMENT TRACKING BY SONITOR SENSE
TABLE 51 OTHERS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 52 OTHERS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)

8 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION

8.1 INTRODUCTION
FIGURE 41 ASIA PACIFIC IOT-BASED ASSET TRACKING AND MONITORING MARKET TO REGISTER HIGHEST CAGR FROM 2022 TO 2027
TABLE 53 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY VALUE (USD MILLION) AND VOLUME (MILLION UNITS), 2018–2021
TABLE 54 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY VALUE (USD MILLION) AND VOLUME (MILLION UNITS), 2022–2027
TABLE 55 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 56 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
8.2 NORTH AMERICA
FIGURE 42 SNAPSHOT OF NORTH AMERICAN IOT-BASED ASSET TRACKING AND MONITORING MARKET
TABLE 57 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2018–2021 (USD MILLION)
TABLE 58 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
FIGURE 43 NORTH AMERICA IOT-BASED ASSET TRACKING AND MONITORING MARKET SHARE, BY COUNTRY, 2022 & 2027
TABLE 59 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 60 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 61 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 62 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.2.1 US
8.2.1.1 Rising inclination of industries toward optimization of operational costs to fuel IoT adoption in US
8.2.1.2 Need for visualization and in-depth analysis for predictive maintenance to fuel adoption of IoT-based asset tracking systems in US
8.2.1.3 Rising demand for advanced medical equipment to create growth

opportunities for market players in US
TABLE 63 US: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 64 US: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 65 US: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 66 US: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.2.2 CANADA
8.2.2.1 Rising investments in deployment of IoT technologies to drive Canadian market growth
8.2.2.2 Livestock and cold chain monitoring segments to witness substantial growth in Canada
TABLE 67 CANADA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 68 CANADA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 69 CANADA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 70 CANADA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.2.3 MEXICO
8.2.3.1 Increasing demand for IoT-based asset tracking and monitoring in automotive industry for fleet management to drive market growth
TABLE 71 MEXICO: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 72 MEXICO: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 73 MEXICO: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 74 MEXICO: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.3 EUROPE
FIGURE 44 SNAPSHOT OF EUROPEAN IOT-BASED ASSET TRACKING AND MONITORING MARKET
TABLE 75 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2018–2021 (USD MILLION)
TABLE 76 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET,

BY COUNTRY, 2022–2027 (USD MILLION)
FIGURE 45 EUROPE IOT-BASED ASSET TRACKING AND MONITORING MARKET SHARE, BY COUNTRY, 2022 & 2027
TABLE 77 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 78 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 79 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 80 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.3.1 UK
8.3.1.1 Increased demand for IoT-based asset tracking modules in automotive industry for fleet tracking to drive market growth
8.3.1.2 Increased automation in manufacturing sector with government support to boost adoption of IoT technologies
TABLE 81 UK: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 82 UK: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 83 UK: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 84 UK: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.3.2 GERMANY
8.3.2.1 Increasing deployment of LPWAN for logistics management to drive market growth in Germany
8.3.2.2 Case study: Private investments in IoT-based asset tracking and monitoring
TABLE 85 GERMANY: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 86 GERMANY: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 87 GERMANY: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 88 GERMANY: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.3.3 FRANCE
8.3.3.1 Growing adoption of advanced technologies in various industries to drive market growth in France

8.3.3.2 Case study: Implementation of IoT-based asset tracking and monitoring in ground support equipment (GSE)
TABLE 89 FRANCE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 90 FRANCE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 91 FRANCE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 92 FRANCE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.3.4 REST OF EUROPE
TABLE 93 REST OF EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 94 REST OF EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 95 REST OF EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 96 REST OF EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.4 ASIA PACIFIC
FIGURE 46 SNAPSHOT OF ASIA PACIFIC IOT-BASED ASSET TRACKING AND MONITORING MARKET
TABLE 97 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2018–2021 (USD MILLION)
TABLE 98 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2022–2027 (USD MILLION)
FIGURE 47 ASIA PACIFIC IOT-BASED ASSET TRACKING AND MONITORING MARKET SHARE, BY COUNTRY, 2022 & 2027
TABLE 99 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 100 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 101 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 102 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.4.1 CHINA
8.4.1.1 Rapid deployment of 5G in China to boost market growth
8.4.1.2 Expanding automotive industry to drive market growth in China

TABLE 103 CHINA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 104 CHINA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 105 CHINA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 106 CHINA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.4.2 JAPAN
8.4.2.1 Rising investments in development of advanced technologies to drive market growth
8.4.2.2 Case study: Logistics tracking through low-power wide-area technology by AGC Group and Alps Alpine
8.4.2.3 Case study: Animal tracking with NB-IoT
TABLE 107 JAPAN: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 108 JAPAN: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 109 JAPAN: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 110 JAPAN: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.4.3 INDIA
8.4.3.1 Increasing public–private investments under Make in India initiative to drive market growth
8.4.3.2 Case study: Implementation of asset tracking in railway sector
TABLE 111 INDIA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 112 INDIA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 113 INDIA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 114 INDIA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.4.4 SOUTH KOREA
8.4.4.1 Advancements in cellular technologies to drive market growth
8.4.4.2 High demand for perishable goods to accelerate growth of cold chain monitoring segment
TABLE 115 SOUTH KOREA: IOT-BASED ASSET TRACKING AND MONITORING

MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 116 SOUTH KOREA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 117 SOUTH KOREA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 118 SOUTH KOREA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.4.5 REST OF ASIA PACIFIC
TABLE 119 REST OF ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 120 REST OF ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 121 REST OF ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 122 REST OF ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.5 ROW
TABLE 123 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)
TABLE 124 ROW IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2022–2027 (USD MILLION)
FIGURE 48 ROW IOT-BASED ASSET TRACKING AND MONITORING MARKET SHARE, BY REGION, 2022 & 2027
TABLE 125 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 126 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 127 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 128 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.5.1 SOUTH AMERICA
8.5.1.1 Government-led funding for IoT implementation in Brazil to drive market growth
8.5.1.2 Increasing adoption of wide-range connectivity technologies for asset tracking to drive market growth
TABLE 129 SOUTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 130 SOUTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING

MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 131 SOUTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 132 SOUTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)
8.5.2 MIDDLE EAST & AFRICA
8.5.2.1 Rising need for asset tracking and management of construction equipment to fuel market growth
8.5.2.2 Smart city vision to fuel demand for IoT-based asset tracking for fleet management in automotive industry
TABLE 133 MIDDLE EAST & AFRICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2018–2021 (USD MILLION)
TABLE 134 MIDDLE EAST & AFRICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2022–2027 (USD MILLION)
TABLE 135 MIDDLE EAST & AFRICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)
TABLE 136 MIDDLE EAST & AFRICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2022–2027 (USD MILLION)

9 COMPETITIVE LANDSCAPE

9.1 OVERVIEW
9.2 REVENUE ANALYSIS
FIGURE 49 THREE-YEAR REVENUE ANALYSIS OF TOP 5 PLAYERS IN IOT-BASED ASSET TRACKING AND MONITORING MARKET
9.3 MARKET SHARE ANALYSIS (2021)
TABLE 137 IOT-BASED ASSET TRACKING AND MONITORING MARKET: MARKET SHARE ANALYSIS
9.4 COMPANY EVALUATION QUADRANT, 2021
9.4.1 STARS
9.4.2 EMERGING LEADERS
9.4.3 PERVASIVE PLAYERS
9.4.4 PARTICIPANTS
FIGURE 50 IOT-BASED ASSET TRACKING AND MONITORING MARKET (GLOBAL): COMPANY EVALUATION QUADRANT, 2021
9.4.5 COMPETITIVE BENCHMARKING
TABLE 138 IOT-BASED ASSET TRACKING AND MONITORING MARKET: DETAILED LIST OF KEY STARTUPS/SMES
TABLE 139 IOT-BASED ASSET TRACKING AND MONITORING MARKET:

COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES
9.5 SMALL AND MEDIUM ENTERPRISES (SMES) EVALUATION QUADRANT, 2021
9.5.1 PROGRESSIVE COMPANIES
9.5.2 RESPONSIVE COMPANIES
9.5.3 DYNAMIC COMPANIES
9.5.4 STARTING BLOCKS
FIGURE 51 IOT-BASED ASSET TRACKING AND MONITORING MARKET (GLOBAL), SME EVALUATION QUADRANT, 2021
TABLE 140 IOT-BASED ASSET TRACKING AND MONITORING MARKET: COMPANY FOOTPRINT
TABLE 141 IOT-BASED ASSET TRACKING AND MONITORING MARKET: CONNECTIVITY TYPE FOOTPRINT
TABLE 142 IOT-BASED ASSET TRACKING AND MONITORING MARKET: APPLICATION FOOTPRINT
TABLE 143 IOT-BASED ASSET TRACKING AND MONITORING MARKET: REGIONAL FOOTPRINT
9.6 COMPETITIVE SCENARIO AND TRENDS
9.6.1 PRODUCT LAUNCHES
TABLE 144 IOT-BASED ASSET TRACKING AND MONITORING MARKET: PRODUCT LAUNCHES, SEPTEMBER 2019–2022
9.6.2 DEALS
TABLE 145 IOT-BASED ASSET TRACKING AND MONITORING MARKET: DEALS

10 COMPANY PROFILES

10.1 KEY PLAYERS
(Business Overview, Products Offered, Recent Developments, and MnM View)*
10.1.1 QUECTEL
TABLE 146 QUECTEL: BUSINESS OVERVIEW
FIGURE 52 QUECTEL: COMPANY SNAPSHOT
TABLE 147 QUECTEL: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 148 QUECTEL: PRODUCT LAUNCHES
TABLE 149 QUECTEL: DEALS
10.1.2 THALES
TABLE 150 THALES: BUSINESS OVERVIEW
FIGURE 53 THALES: COMPANY SNAPSHOT
TABLE 151 THALES: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 152 THALES: PRODUCT LAUNCHES
TABLE 153 THALES: DEALS

10.1.3 SIERRA WIRELESS
TABLE 154 SIERRA WIRELESS: BUSINESS OVERVIEW
FIGURE 54 SIERRA WIRELESS: COMPANY SNAPSHOT
TABLE 155 SIERRA WIRELESS: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 156 SIERRA WIRELESS: PRODUCT LAUNCHES
TABLE 157 SIERRA WIRELESS: DEALS
10.1.4 TELIT
TABLE 158 TELIT: BUSINESS OVERVIEW
FIGURE 55 TELIT: COMPANY SNAPSHOT
TABLE 159 TELIT: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 160 TELIT: PRODUCT LAUNCHES
TABLE 161 TELIT: DEALS
10.1.5 U-BLOX
TABLE 162 U-BLOX: BUSINESS OVERVIEW
FIGURE 56 U-BLOX: COMPANY SNAPSHOT
TABLE 163 U-BLOX: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 164 U-BLOX: PRODUCT LAUNCHES
TABLE 165 U-BLOX: DEALS
10.2 OTHER KEY PLAYERS
10.2.1 FIBOCOM WIRELESS INC.
TABLE 166 FIBOCOM WIRELESS INC.: BUSINESS OVERVIEW
FIGURE 57 FIBOCOM WIRELESS INC.: COMPANY SNAPSHOT
TABLE 167 FIBOCOM WIRELESS INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 168 FIBOCOM WIRELESS INC.: PRODUCT LAUNCHES
TABLE 169 FIBOCOM WIRELESS INC.: DEALS
10.2.2 SONY SEMICONDUCTOR ISRAEL LTD.
TABLE 170 SONY SEMICONDUCTOR ISRAEL LTD.: BUSINESS OVERVIEW
TABLE 171 SONY SEMICONDUCTOR ISRAEL LTD.: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 172 SONY SEMICONDUCTOR ISRAEL LTD.: DEALS
10.2.3 NORDIC SEMICONDUCTOR
TABLE 173 NORDIC SEMICONDUCTOR: BUSINESS OVERVIEW
FIGURE 58 NORDIC SEMICONDUCTOR: COMPANY SNAPSHOT
TABLE 174 NORDIC SEMICONDUCTOR: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 175 NORDIC SEMICONDUCTOR: PRODUCT LAUNCHES
TABLE 176 NORDIC SEMICONDUCTOR: DEALS
10.2.4 GOSUNCNWELINK CORPORATION

TABLE 177 GOSUNCNWELINK CORPORATION: BUSINESS OVERVIEW
TABLE 178 GOSUNCNWELINK CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 179 GOSUNCNWELINK CORPORATION: DEALS
10.2.5 LAIRD CONNECTIVITY
TABLE 180 LAIRD CONNECTIVITY: BUSINESS OVERVIEW
TABLE 181 LAIRD CONNECTIVITY: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 182 LAIRD CONNECTIVITY: PRODUCT LAUNCHES
TABLE 183 LAIRD CONNECTIVITY: DEALS
10.2.6 SEMTECH
TABLE 184 SEMTECH: BUSINESS OVERVIEW
FIGURE 59 SEMTECH: COMPANY SNAPSHOT
TABLE 185 SEMTECH: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 186 SEMTECH: PRODUCT LAUNCHES
TABLE 187 SEMTECH: DEALS
10.2.7 MEDIATEK INC.
TABLE 188 MEDIATEK INC.: BUSINESS OVERVIEW
FIGURE 60 MEDIATEK INC.: COMPANY SNAPSHOT
TABLE 189 MEDIATEK INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED
10.2.8 ANALOG DEVICES, INC.
TABLE 190 ANALOG DEVICES, INC.: BUSINESS OVERVIEW
FIGURE 61 ANALOG DEVICES, INC.: COMPANY SNAPSHOT
TABLE 191 ANALOG DEVICES, INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED
10.2.9 SEQUANS
TABLE 192 SEQUANS: BUSINESS OVERVIEW
FIGURE 62 SEQUANS: COMPANY SNAPSHOT
TABLE 193 SEQUANS: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 194 SEQUANS: PRODUCT LAUNCHES
TABLE 195 SEQUANS: DEALS
* Business Overview, Products Offered, Recent Developments, and MnM View might not be captured in case of unlisted companies.
10.3 INNOVATORS
10.3.1 MEIG SMART TECHNOLOGY
10.3.2 NEOWAY TECHNOLOGY
10.3.3 XIAMEN CHEERZING IOT TECHNOLOGY
10.3.4 HISILICON TECHNOLOGIES
10.3.5 SKYWORKS SOLUTIONS, INC.
10.3.6 OMNITRACS

10.3.7 HILTI NORTH AMERICA
10.3.8 SAMSARA
10.3.9 AZUGA
10.3.10 SUNSEA AIOT TECHNOLOGY CO., LTD.
10.3.11 GEOTRAQ

11 APPENDIX

11.1 INSIGHTS FROM INDUSTRY EXPERTS
11.2 DISCUSSION GUIDE
11.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL
11.4 AVAILABLE CUSTOMIZATION
11.5 RELATED REPORT
11.6 AUTHOR DETAILS

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