

IoT-based Asset Tracking and Monitoring Market by Connectivity Type (Wi-Fi, Bluetooth, Cellular, NB-IoT, LoRa, SigFox, UWB, GNSS, ZigBee, Thread), Monitoring Type (Indoor, Outdoor), Application (Manufacturing, Automotive), Region - Global Forecast to 2029

<https://marketpublishers.com/r/I1FA7DA27551EN.html>

Date: March 2024

Pages: 230

Price: US\$ 4,950.00 (Single User License)

ID: I1FA7DA27551EN

Abstracts

The global IoT-based asset tracking and monitoring market size is expected to grow from USD 5.0 billion in 2024 to USD 9.2 billion by 2029, at a CAGR of 12.8% from 2024 to 2029. IoT solutions and services are offering manufacturing companies the benefit of digital disruption. With the growing adoption of industrial automation, hundreds of manufacturers have connected thousands of machines across their factory floors through IoT platforms, which helps manufacturers increase their capacity utilization and gain more business to remain competitive in the market.

“Outdoor segment is projected to grow at an impressive CAGR during the forecast period.”

In railways outdoor monitoring includes derailleurs, mileposts, signals, and rail tracks. In aviation, tracking aircraft in real-time, for instance, GPS enabled trackers provide location, movement, and performance data for efficient scheduling, optimized flight paths, and improved fuel efficiency. Manufacturing includes outdoor storage areas, vehicle and mobile equipment used for transporting materials across remote locations. Further, cold chain monitoring includes tracking refrigerated trucks, containers, tracking vaccine coolers, and medical kits comes under the outdoor monitoring of assets in IoT-based asset tracking and monitoring market..

' NB-IoT segment is projected to grow at an impressive CAGR during the forecast period.'

NarrowBand-Internet of Things (NB-IoT) is based on LPWAN developed for a wide range of IoT solutions. IoT applications requiring frequent communications will be better served by NB-IoT, which has no duty cycle limitations operating on the licensed spectrum. NB-IoT is being deployed frequently in logistics for capturing the location of goods and delivery information in real time, temperature monitoring in cold-chain, near real-time location and information of high-value medical equipment with shock and temper alerts, livestock monitoring, and container monitoring, among others. For instance, NB-IoT technology offers several benefits for healthcare applications. It includes remote patient monitoring through medical devices such as heart and blood pressure monitors and tracking of medical equipment in hospitals.

'Aviation application is expected to hold significant market share during the forecast period.'

For effective management of airport transportation, asset tracking and monitoring are critical in the industry. The aviation industry uses crucial and cost-intensive assets such as ground support equipment, unit load devices, spare parts, and inventories. Besides, hundreds and thousands of assets in operation need tracking and monitoring for effective operations. Airports can find and track all essential assets that keep airport operations running smoothly owing to the usage of real-time tracking technology like real-time location systems (RTLSx). Airports are extremely busy places with thousands of passengers and staff. There are million passengers passed through the several Airports. Thus, airports rely significantly on their assets because of the enormous number of visitors they receive each year.

'The market in Europe is expected to grow at a impressive CAGR during the forecast period.'

Europe has a solid base in manufacturing, designing, and researching advanced technologies used in the semiconductor industry. Key production centers in the EU and European Free Trade Association (EFTA) include Austria, France, Germany, Italy, Ireland, and the Netherlands. The UK is one of the key economies in Europe. Digital transformation, technological advancements, and industrial automation initiatives are expected to drive the market's growth in the country. At present several smart factories across the UK have planned to deploy 4G IoT-based asset management modules to improve device connectivity across floors. These technologies will help reduce power

consumption, enable broader connectivity, and offer a long battery life for devices.

Breakdown of the profiles of primary participants:

By Company Type: Tier 1 - 40%, Tier 2 - 35%, and Tier 3 - 25%

By Designation: C-level Executives - 45%, Directors - 30%, and Others - 25%

By Region: North America - 35%, Europe - 30%, Asia Pacific - 25%, and RoW – 10%

Major players profiled in this report are as follows: Quectel Wireless Solutions Co., Ltd (China), u-blox (Switzerland), Fibocom Wireless Inc. (China), Telit (US), Solera (US), Samsara Inc. (US), SEQUANS (France), Semtech Corporation (US), Nordic Semiconductor (Norway), Laird Connectivity (US) and others.

Research Coverage

The IoT-based asset tracking and monitoring market has been classified by monitoring type, connectivity type, applications, and region. The market by monitoring type has been classified into indoor and outdoor. The connectivity type segment is divided into Wi-Fi, Bluetooth, cellular, NB-IoT, LoRa, SigFox, UWB, GNSS, and others. The market has been divided into automotive, livestock monitoring, railways, aviation, manufacturing, cold chain monitoring and others by application segment. The study also forecasts the market size in four key regions—North America, Europe, Asia Pacific, and RoW.

Key Benefits of Buying the Report:

The report provides insights on the following pointers:

Analysis of key drivers (Surging use of intelligent connected devices and sensors, Rising adoption of IoT-based asset trackers and monitors in manufacturing companies, Rising interest to deploy cloud computing platforms, Increasing adoption of automated solutions meeting safety standards helps reduce accidental risks), restraints (High initial cost of investment, Lack of standardization and interoperability), opportunities (Growing use of 5G technologies and data analytics in automotive industry, IoT-based asset tracking

and monitoring modules to help Supply chain optimization, Rising adoption of IoT based asset trackers in warehouse and logistics management, AI and IoT convergence to lead data monetization), and challenges (IoT technologies related security concerns) influencing the growth of the IoT-based asset tracking and monitoring market.

Product Development/Innovation: Detailed insights on new products, technologies, research & development activities, funding activities, industry partnerships, and new product launches in the IoT-based asset tracking and monitoring market.

Market Development: Comprehensive information about lucrative markets – the report analyses the IoT-based asset tracking and monitoring market across regions such as North America, Europe, Asia Pacific, and RoW.

Market Diversification: Exhaustive information about new products & technologies, untapped geographies, recent developments, and investments in the IoT-based asset tracking and monitoring market

Competitive Assessment: In-depth assessment of market position, growth strategies, and product offerings of leading players like Quectel Wireless Solutions Co., Ltd (China), u-blox (Switzerland), Fibocom Wireless Inc. (China), Telit (US), Semtech Corporation (US), Samsara Inc. (US), SEQUANS (France) and among others in the IoT-based asset tracking and monitoring market

Strategies: The report also helps stakeholders understand the pulse of the IoT-based asset tracking and monitoring market and provides information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

1.3.1 MARKETS COVERED

FIGURE 1 IOT-BASED ASSET TRACKING AND MONITORING MARKET: SEGMENTATION

1.3.2 REGIONAL SCOPE

1.3.3 INCLUSIONS AND EXCLUSIONS

1.3.4 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

1.5 STAKEHOLDERS

1.6 SUMMARY OF CHANGES

1.7 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 IOT-BASED ASSET TRACKING AND MONITORING MARKET: RESEARCH DESIGN

2.1.1 SECONDARY AND PRIMARY RESEARCH

FIGURE 3 IOT-BASED ASSET TRACKING AND MONITORING MARKET: 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 List of key primary interview participants

2.1.3.2 Key data from primary sources

2.1.3.3 Key industry insights

2.1.3.4 Breakdown of primaries

2.2 MARKET SIZE ESTIMATION

2.2.1 TOP-DOWN APPROACH

2.2.1.1 Approach to estimate market size using top-down analysis

FIGURE 4 IOT-BASED ASSET TRACKING AND MONITORING MARKET: TOP- DOWN APPROACH

2.2.2 BOTTOM-UP APPROACH

2.2.2.1 Approach to estimate market size using bottom-up analysis

FIGURE 5 IOT-BASED ASSET TRACKING AND MONITORING MARKET: BOTTOM-UP APPROACH

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS

2.3 DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

FIGURE 8 RESEARCH ASSUMPTIONS

2.5 RESEARCH LIMITATIONS

2.6 PARAMETERS CONSIDERED TO ANALYZE IMPACT OF RECESSION ON IOT-BASED ASSET TRACKING AND MONITORING MARKET

2.7 RISK ASSESSMENT

TABLE 1 RISK ANALYSIS

3 EXECUTIVE SUMMARY

FIGURE 9 IOT-BASED ASSET TRACKING AND MONITORING MARKET,

2020–2029 (USD MILLION)

FIGURE 10 CELLULAR SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2029

FIGURE 11 MANUFACTURING SEGMENT TO HOLD LARGEST MARKET SHARE IN 2029

FIGURE 12 INDOOR SEGMENT TO REGISTER HIGHEST CAGR FROM 2024 TO 2029

FIGURE 13 NORTH AMERICA DOMINATED GLOBAL MARKET IN 2023

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN IOT-BASED ASSET TRACKING AND MONITORING MARKET

FIGURE 14 GROWING DEMAND IN MANUFACTURING AND COLD CHAIN MONITORING APPLICATIONS TO DRIVE MARKET

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

FIGURE 15 CELLULAR SEGMENT TO DOMINATE MARKET IN 2029

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

FIGURE 16 MANUFACTURING SEGMENT TO CAPTURE LARGEST MARKET SHARE IN 2029

4.4 IOT-BASED ASSET TRACKING AND MONITORING MARKET IN NORTH AMERICA, BY APPLICATION AND COUNTRY

FIGURE 17 MANUFACTURING SEGMENT AND US TO HOLD LARGEST MARKET SHARES IN NORTH AMERICA IN 2023

4.5 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY

FIGURE 18 CHINA TO EXHIBIT HIGHEST CAGR IN GLOBAL MARKET DURING FORECAST PERIOD

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

5.2.1.1 Surging use of intelligent connected devices and sensors in different industries

5.2.1.2 Increasing adoption of IoT-based asset trackers and monitors in manufacturing industry

FIGURE 20 KEY COMPONENTS OF IOT ON FACTORY FLOORS

5.2.1.3 Rising interest in deploying cloud computing platforms

5.2.1.4 Growing focus on use of automated solutions to meet industrial safety standards

FIGURE 21 IOT-BASED ASSET TRACKING AND MONITORING MARKET: IMPACT ANALYSIS OF DRIVERS

5.2.2 RESTRAINTS

5.2.2.1 High initial cost of investment

5.2.2.2 Lack of standardization and interoperability between IoT and other devices

FIGURE 22 IOT-BASED ASSET TRACKING AND MONITORING MARKET: IMPACT ANALYSIS OF RESTRAINTS

5.2.3 OPPORTUNITIES

5.2.3.1 Rapid deployment of automation technologies in automotive industry

5.2.3.2 Rising need for supply chain optimization

5.2.3.3 Growing requirement for IoT-based asset trackers in warehouse and logistics management

5.2.3.4 Need for AI and IoT convergence for data monetization

FIGURE 23 IOT-BASED ASSET TRACKING AND MONITORING MARKET: IMPACT

ANALYSIS OF OPPORTUNITIES

5.2.4 CHALLENGES

5.2.4.1 Rising security concerns related to IoT technologies

FIGURE 24 IOT-BASED ASSET TRACKING AND MONITORING MARKET: IMPACT ANALYSIS OF CHALLENGES

5.3 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 25 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

5.4 PRICING ANALYSIS

5.4.1 AVERAGE SELLING PRICE TREND OF IOT-BASED ASSET TRACKING AND MONITORING MODULES

FIGURE 26 AVERAGE SELLING PRICE TREND OF IOT-BASED ASSET TRACKING AND MONITORING MODULES, 2020–2023

5.4.2 AVERAGE SELLING PRICE TREND OF IOT-BASED ASSET TRACKING AND MONITORING MODULES OFFERED BY KEY PLAYERS, BY CONNECTIVITY TYPE
FIGURE 27 AVERAGE SELLING PRICE TREND OF PRODUCTS OFFERED BY KEY PLAYERS, BY CONNECTIVITY TYPE

TABLE 2 AVERAGE SELLING PRICE TREND OF IOT-BASED ASSET TRACKING AND MONITORING MODULES OFFERED BY KEY PLAYERS, BY CONNECTIVITY TYPE

TABLE 3 PRICE COMPARISON OF IOT-BASED ASSET TRACKING AND MONITORING MODULES BASED ON DIFFERENT CONNECTIVITY TYPES

5.4.3 AVERAGE SELLING PRICE TREND OF IOT-BASED ASSET TRACKING AND MONITORING MODULES, BY REGION

TABLE 4 AVERAGE SELLING PRICE TREND OF IOT-BASED ASSET TRACKING AND MONITORING MODULES, BY REGION

5.5 VALUE CHAIN ANALYSIS

FIGURE 28 IOT-BASED ASSET TRACKING AND MONITORING MARKET: VALUE CHAIN ANALYSIS

5.6 ECOSYSTEM ANALYSIS

FIGURE 29 ECOSYSTEM MAPPING

TABLE 5 ROLE OF KEY COMPANIES IN IOT-BASED ASSET TRACKING AND MONITORING ECOSYSTEM

5.7 INVESTMENT AND FUNDING SCENARIO

FIGURE 30 IOT-BASED ASSET TRACKING AND MONITORING MARKET: INVESTMENT AND FUNDING SCENARIO, 2017–2022

5.8 TECHNOLOGY ANALYSIS

5.8.1 COMPLEMENTARY TECHNOLOGY

5.8.1.1 Message queuing telemetry transport (MQTT)

5.8.2 ADJACENT TECHNOLOGIES

5.8.2.1 5G

5.8.2.2 Artificial intelligence

5.8.2.3 Machine learning

5.9 PATENT ANALYSIS

FIGURE 31 TOP 10 PATENT APPLICANTS FROM 2014 TO 2023

TABLE 6 TOP 20 PATENT OWNERS IN US, 2014–2023

FIGURE 32 NUMBER OF PATENTS GRANTED PER YEAR FROM 2016 TO 2023

TABLE 7 INNOVATIONS AND PATENT REGISTRATIONS PERTAINING TO IOT-BASED ASSET MONITORING AND TRACKING, 2022–2023

5.10 TRADE ANALYSIS

5.10.1 IMPORT SCENARIO

FIGURE 33 IMPORT DATA OF HS CODE 851769-COMPLIANT PRODUCTS, BY COUNTRY, 2018–2022 (USD MILLION)

5.10.2 EXPORT SCENARIO

FIGURE 34 EXPORT DATA OF HS CODE 851769-COMPLIANT PRODUCTS, BY COUNTRY, 2018–2022 (USD MILLION)

5.11 KEY CONFERENCES AND EVENTS, 2024–2025

TABLE 8 IOT-BASED ASSET TRACKING AND MONITORING MARKET: LIST OF KEY CONFERENCES AND EVENTS, 2024–2025

5.12 CASE STUDY ANALYSIS

5.12.1 FIWAY AND TELIT DEVELOPED CO.BO. FOR ACCURATE COLD CHAIN MONITORING

5.12.2 CAINTHUS LAUNCHED FEED MONITORING SYSTEM TO TRACK ACCESSIBILITY OF FEED

5.12.3 ANGLIA DEPLOYED FLEET COMPLETE'S TRACKING SOLUTION TO TRACK VEHICLE FLEET

5.13 TARIFF AND REGULATORY LANDSCAPE

5.13.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 9 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.13.2 COUNTRY-WISE TARIFF FOR HS CODE 851769-COMPLIANT PRODUCTS

TABLE 13 TARIFF RATES FOR EXPORTED GOODS APPLIED BY COUNTRY (%)

5.13.3 STANDARDS

TABLE 14 STANDARDS RELATED TO IOT-BASED ASSET TRACKING AND MONITORING

5.14 PORTER'S FIVE FORCES ANALYSIS

TABLE 15 IOT-BASED ASSET TRACKING AND MONITORING MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 35 IOT-BASED ASSET TRACKING AND MONITORING MARKET: PORTER'S FIVE FORCES ANALYSIS

5.14.1 BARGAINING POWER OF SUPPLIERS

5.14.2 BARGAINING POWER OF BUYERS

5.14.3 THREAT OF NEW ENTRANTS

5.14.4 THREAT OF SUBSTITUTES

5.14.5 INTENSITY OF COMPETITIVE RIVALRY

5.15 KEY STAKEHOLDERS AND BUYING CRITERIA

5.15.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 36 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS

TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS, BY APPLICATION

5.15.2 BUYING CRITERIA

FIGURE 37 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

TABLE 17 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

6 IOT-BASED ASSET TRACKING AND MONITORING MARKET,

BY CONNECTIVITY TYPE

6.1 INTRODUCTION

FIGURE 38 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE

FIGURE 39 LORA SEGMENT TO EXHIBIT HIGHEST CAGR FROM 2024 TO 2029

TABLE 18 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2020–2023 (USD MILLION)

TABLE 19 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2024–2029 (USD MILLION)

TABLE 20 IOT-BASED ASSET TRACKING AND MONITORING MARKET VOLUME, 2020–2023 (MILLION UNITS)

TABLE 21 IOT-BASED ASSET TRACKING AND MONITORING MARKET VOLUME, 2024–2029 (MILLION UNITS)

6.2 WI-FI

6.2.1 RISING ADOPTION IN SMALL-SCALE PROJECTS TO AVOID SIGNAL LOSS TO PROPEL MARKET

TABLE 22 WI-FI: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 23 WI-FI: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3 BLUETOOTH

6.3.1 GROWING INTEREST IN BLUETOOTH-BASED ASSET TRACKING FOR SHORT-RANGE CONNECTIVITY TO DRIVE MARKET

TABLE 24 BLUETOOTH: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 25 BLUETOOTH: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.4 CELLULAR

6.4.1 DEPLOYMENT IN LARGE ASSET TRACKING TO CREATE MARKET GROWTH OPPORTUNITIES

TABLE 26 CELLULAR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 27 CELLULAR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.5 NB-IOT

6.5.1 REQUIREMENT FOR LOW POWER CONSUMING MONITORING TECHNOLOGY TO FUEL ADOPTION

TABLE 28 NB-IOT: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 29 NB-IOT: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.6 LORA

6.6.1 COMMUNICATION CAPABILITY ACROSS LONG DISTANCES TO DRIVE MARKET

TABLE 30 LORA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 31 LORA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.7 SIGFOX

6.7.1 INCREASING NEED TO CONNECT DEVICES ACROSS CITIES TO FOSTER DEMAND

TABLE 32 SIGFOX: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 33 SIGFOX: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.8 ULTRA-WIDEBAND (UWB)

6.8.1 RISING ADOPTION FOR SHORT-RANGE DATA TRANSMISSION TO PROPEL MARKET

TABLE 34 UWB: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 35 UWB: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.9 GNSS

6.9.1 INCREASING DEMAND FOR GNSS TO TRACK ASSETS IN REMOTE LOCATIONS TO PROPEL MARKET

TABLE 36 GNSS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 37 GNSS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

6.10 OTHER CONNECTIVITY TYPES

TABLE 38 OTHER CONNECTIVITY TYPES: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 39 OTHER CONNECTIVITY TYPES: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

7 IOT-BASED ASSET TRACKING AND MONITORING MARKET,

BY MONITORING TYPE

7.1 INTRODUCTION

FIGURE 40 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE

FIGURE 41 INDOOR SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE IN 2029

TABLE 40 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 41 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

7.2 INDOOR

7.2.1 RISING NEED TO TRACK ASSETS AND EQUIPMENT IN DIFFERENT INDOOR ENVIRONMENTS TO DRIVE MARKET

TABLE 42 INDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 43 INDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 44 INDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 45 INDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3 OUTDOOR

7.3.1 ADVANTAGES OF REAL-TIME AIRCRAFT TRACKING IN AVIATION TO FUEL MARKET GROWTH

TABLE 46 OUTDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 47 OUTDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 48 OUTDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 49 OUTDOOR: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8 IOT-BASED ASSET TRACKING AND MONITORING MARKET,

BY APPLICATION

8.1 INTRODUCTION

FIGURE 42 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION

FIGURE 43 MANUFACTURING SEGMENT TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

TABLE 50 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 51 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

8.2 LIVESTOCK MONITORING

8.2.1 GROWING INTEREST OF FARMERS IN REAL-TIME MONITORING OF ANIMALS TO DRIVE MARKET

TABLE 52 LIVESTOCK MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 53 LIVESTOCK MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 54 LIVESTOCK MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 55 LIVESTOCK MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8.3 AUTOMOTIVE

8.3.1 RISING DEPENDENCY OF VEHICLE FLEETS ON IOT TECHNOLOGY FOR LOGISTICS MANAGEMENT TO FUEL MARKET GROWTH

TABLE 56 AUTOMOTIVE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 57 AUTOMOTIVE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 58 AUTOMOTIVE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 59 AUTOMOTIVE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8.4 RAILWAYS

8.4.1 INCREASING INVESTMENTS IN ROLLING STOCK TO PROPEL MARKET

TABLE 60 RAILWAYS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 61 RAILWAYS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 62 RAILWAYS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 63 RAILWAYS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8.5 AVIATION

8.5.1 EFFECTIVE LUGGAGE MANAGEMENT WITH IOT-BASED TRACKING SYSTEMS IN AIRPORTS TO SUPPORT MARKET GROWTH

TABLE 64 AVIATION: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 65 AVIATION: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 66 AVIATION: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 67 AVIATION: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8.6 MANUFACTURING

8.6.1 RISING DEPLOYMENT TO PREDICT ISSUES AND LOWER MAINTENANCE COSTS TO BOOST MARKET GROWTH

TABLE 68 MANUFACTURING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 69 MANUFACTURING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 70 MANUFACTURING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 71 MANUFACTURING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8.7 COLD CHAIN MONITORING

8.7.1 GROWING NEED TO ADHERE TO STRICT GOVERNMENT MANDATES TO BOOST MARKET GROWTH

TABLE 72 COLD CHAIN MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 73 COLD CHAIN MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 74 COLD CHAIN MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 75 COLD CHAIN MONITORING: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

8.8 OTHER APPLICATIONS

TABLE 76 OTHER APPLICATIONS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 77 OTHER APPLICATIONS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

TABLE 78 OTHER APPLICATIONS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 79 OTHER APPLICATIONS: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

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

9.1 INTRODUCTION

FIGURE 44 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION

FIGURE 45 CHINA TO EXHIBIT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 80 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 81 IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

9.2 NORTH AMERICA

9.2.1 IMPACT OF RECESSION ON IOT-BASED ASSET TRACKING AND

MONITORING MARKET IN NORTH AMERICA

FIGURE 46 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET SNAPSHOT

FIGURE 47 US TO ACCOUNT FOR LARGEST SHARE OF MARKET IN NORTH AMERICA IN 2029

TABLE 82 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 83 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 84 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2020–2023 (USD MILLION)

TABLE 85 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2024–2029 (USD MILLION)

TABLE 86 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 87 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 88 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 89 NORTH AMERICA: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

9.2.2 US

9.2.2.1 Increasing adoption in industries to reduce downtime and boost production efficiency to support market growth

9.2.2.2 Rising need for visibility about spare parts and reduce unplanned downtime to drive market

9.2.2.3 Growing demand for advanced medical equipment for easy data accessibility and interoperability to foster market growth

9.2.3 CANADA

9.2.3.1 Rising investments in high-speed internet connectivity to drive market

9.2.3.2 Growing livestock monitoring segment to contribute to market growth

9.2.4 MEXICO

9.2.4.1 Use in automotive industry for fleet management to drive market

9.3 EUROPE

9.3.1 IMPACT OF RECESSION ON IOT-BASED ASSET TRACKING AND MONITORING MARKET IN EUROPE

FIGURE 48 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET SNAPSHOT

FIGURE 49 GERMANY TO LEAD MARKET IN EUROPE IN 2029

TABLE 90 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 91 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 92 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2020–2023 (USD MILLION)

TABLE 93 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2024–2029 (USD MILLION)

TABLE 94 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 95 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 96 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 97 EUROPE: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

9.3.2 UK

9.3.2.1 Growing demand for fleet tracking modules from automotive industry to support market growth

9.3.2.2 Rising government support to adopt automation in manufacturing industry to fuel market growth

9.3.3 GERMANY

9.3.3.1 Strong automotive and manufacturing footprint to support market growth

9.3.4 FRANCE

9.3.4.1 Growing demand for connected equipment to drive market

9.3.5 REST OF EUROPE

9.4 ASIA PACIFIC

9.4.1 IMPACT OF RECESSION ON IOT-BASED ASSET TRACKING AND MONITORING MARKET IN ASIA PACIFIC

FIGURE 50 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET SNAPSHOT

FIGURE 51 CHINA TO DOMINATE MARKET IN ASIA PACIFIC IN 2029

TABLE 98 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2020–2023 (USD MILLION)

TABLE 99 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 100 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2020–2023 (USD MILLION)

TABLE 101 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING

MARKET, BY CONNECTIVITY TYPE, 2024–2029 (USD MILLION)

TABLE 102 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 103 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2024–2029 (USD MILLION)

TABLE 104 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 105 ASIA PACIFIC: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

9.4.2 CHINA

9.4.2.1 Rising investments in 5G to boost market growth

9.4.2.2 Increasing adoption in automotive industry to fuel market growth

9.4.3 JAPAN

9.4.3.1 Growing adoption of connected devices in manufacturing sector to contribute to market growth

9.4.4 INDIA

9.4.4.1 Large-scale industrial development to drive opportunities for IoT-based solutions

9.4.5 SOUTH KOREA

9.4.5.1 Rising interest in introducing cellular technologies to drive market

9.4.5.2 Upsurge in demand for cold chain monitoring for perishable goods to foster market growth

9.4.6 REST OF ASIA PACIFIC

9.5 ROW

9.5.1 IMPACT OF RECESSION ON IOT-BASED ASSET TRACKING AND MONITORING MARKET IN ROW

FIGURE 52 SOUTH AMERICA TO HOLD LARGEST MARKET SHARE IN ROW IN 2029

TABLE 106 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 107 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

TABLE 108 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2020–2023 (USD MILLION)

TABLE 109 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY CONNECTIVITY TYPE, 2024–2029 (USD MILLION)

TABLE 110 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY APPLICATION, 2020–2023 (USD MILLION)

TABLE 111 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY

APPLICATION, 2024–2029 (USD MILLION)

TABLE 112 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2020–2023 (USD MILLION)

TABLE 113 ROW: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY MONITORING TYPE, 2024–2029 (USD MILLION)

9.5.2 GCC COUNTRIES

9.5.2.1 Rapid development of infrastructure and manufacturing industry to fuel market growth

TABLE 114 GCC COUNTRIES: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2020–2023 (USD MILLION)

TABLE 115 GCC COUNTRIES: IOT-BASED ASSET TRACKING AND MONITORING MARKET, BY REGION, 2024–2029 (USD MILLION)

9.5.2.2 Saudi Arabia

9.5.2.2.1 Rising deployment of IoT-based asset tracking and monitoring in ports and airports to drive market

9.5.2.3 UAE

9.5.2.3.1 Favorable government initiatives supporting industrial development to contribute to market growth

9.5.2.4 Rest of GCC countries

9.5.3 SOUTH AMERICA

9.5.3.1 Rising initiative for IoT implementation to drive market growth in Brazil

9.5.3.2 Growing need for asset tracking to enhance operations in supply chain to propel market

9.5.4 REST OF MIDDLE EAST & AFRICA

9.5.4.1 Growing requirement to track construction equipment to support market growth

9.5.4.2 Increasing smart city initiatives to drive demand

10 COMPETITIVE LANDSCAPE

10.1 INTRODUCTION

10.2 KEY PLAYER STRATEGIES, 2021–2023

TABLE 116 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN IOT-BASED ASSET TRACKING AND MONITORING MARKET

10.3 REVENUE ANALYSIS OF KEY PLAYERS, 2018–2022

FIGURE 53 FIVE-YEAR REVENUE ANALYSIS OF KEY PLAYERS IN IOT-BASED ASSET TRACKING AND MONITORING MARKET

10.4 MARKET SHARE ANALYSIS, 2023

TABLE 117 IOT-BASED ASSET TRACKING AND MONITORING MARKET: DEGREE

OF COMPETITION, 2023

FIGURE 54 IOT-BASED ASSET TRACKING AND MONITORING MARKET: MARKET SHARE ANALYSIS, 2023

10.5 COMPANY VALUATION AND FINANCIAL METRICS, 2023

FIGURE 55 COMPANY VALUATION (USD BILLION)

FIGURE 56 FINANCIAL METRICS (EV/EBITDA), 2023

10.6 BRAND/PRODUCT COMPARISON

FIGURE 57 BRAND/PRODUCT COMPARISON

10.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

10.7.1 STARS

10.7.2 EMERGING LEADERS

10.7.3 PERVASIVE PLAYERS

10.7.4 PARTICIPANTS

FIGURE 58 IOT-BASED ASSET TRACKING AND MONITORING MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023

10.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023

10.7.5.1 Company footprint

FIGURE 59 IOT-BASED ASSET TRACKING AND MONITORING MARKET: COMPANY FOOTPRINT

10.7.5.2 Application footprint

TABLE 118 COMPANY APPLICATION FOOTPRINT

10.7.5.3 Connectivity type footprint

TABLE 119 COMPANY CONNECTIVITY TYPE FOOTPRINT

10.7.5.4 Monitoring type footprint

TABLE 120 COMPANY MONITORING TYPE FOOTPRINT

10.7.5.5 Region footprint

TABLE 121 COMPANY REGION FOOTPRINT

10.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023

10.8.1 PROGRESSIVE COMPANIES

10.8.2 RESPONSIVE COMPANIES

10.8.3 DYNAMIC COMPANIES

10.8.4 STARTING BLOCKS

FIGURE 60 IOT-BASED ASSET TRACKING AND MONITORING MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2023

10.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023

10.8.5.1 List of key startups/SMEs

TABLE 122 IOT-BASED ASSET TRACKING AND MONITORING MARKET: LIST OF KEY STARTUPS/SMES

10.8.5.2 Competitive benchmarking of key startups/SMEs

TABLE 123 STARTUPS/SMES APPLICATION FOOTPRINT

TABLE 124 STARTUPS/SMES CONNECTIVITY TYPE FOOTPRINT

TABLE 125 STARTUPS/SMES MONITORING TYPE FOOTPRINT

TABLE 126 STARTUPS/SMES REGION FOOTPRINT

10.9 COMPETITIVE SCENARIO AND TRENDS

10.9.1 PRODUCT LAUNCHES

TABLE 127 IOT-BASED ASSET TRACKING AND MONITORING MARKET:
PRODUCT LAUNCHES, JANUARY 2020–DECEMBER 2023

10.9.2 DEALS

TABLE 128 IOT-BASED ASSET TRACKING AND MONITORING MARKET:
DEALS, JANUARY 2020–DECEMBER 2023

11 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*

11.1 KEY PLAYERS

11.1.1 QUECTEL WIRELESS SOLUTIONS CO., LTD

TABLE 129 QUECTEL WIRELESS SOLUTIONS CO., LTD: COMPANY OVERVIEW

FIGURE 61 QUECTEL WIRELESS SOLUTIONS CO., LTD: COMPANY SNAPSHOT

TABLE 130 QUECTEL WIRELESS SOLUTIONS CO., LTD:

PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 131 QUECTEL WIRELESS SOLUTIONS CO., LTD: PRODUCT LAUNCHES

TABLE 132 QUECTEL WIRELESS SOLUTIONS CO., LTD: DEALS

11.1.2 FIBOCOM WIRELESS INC.

TABLE 133 FIBOCOM WIRELESS INC.: COMPANY OVERVIEW

FIGURE 62 FIBOCOM WIRELESS INC.: COMPANY SNAPSHOT

TABLE 134 FIBOCOM WIRELESS INC.: PRODUCTS/ SOLUTIONS/SERVICES
OFFERED

TABLE 135 FIBOCOM WIRELESS INC.: PRODUCT LAUNCHES

TABLE 136 FIBOCOM WIRELESS INC.: DEALS

11.1.3 U-BLOX

TABLE 137 U-BLOX: COMPANY OVERVIEW

FIGURE 63 U-BLOX: COMPANY SNAPSHOT

TABLE 138 U-BLOX: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 139 U-BLOX: PRODUCT LAUNCHES

TABLE 140 U-BLOX: DEALS

11.1.4 TELIT CINTERION

TABLE 141 TELIT CINTERION: COMPANY OVERVIEW

TABLE 142 TELIT CINTERION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 143 TELIT CINTERION: PRODUCT LAUNCHES

TABLE 144 TELIT CINTERION: DEALS

11.1.5 SEMTECH CORPORATION

TABLE 145 SEMTECH CORPORATION: COMPANY OVERVIEW

FIGURE 64 SEMTECH CORPORATION: COMPANY SNAPSHOT

TABLE 146 SEMTECH CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 147 SEMTECH CORPORATION: PRODUCT LAUNCHES

TABLE 148 SEMTECH CORPORATION: DEALS

11.1.6 LAIRD CONNECTIVITY

TABLE 149 LAIRD CONNECTIVITY: COMPANY OVERVIEW

TABLE 150 LAIRD CONNECTIVITY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 151 LAIRD CONNECTIVITY: PRODUCT LAUNCHES

11.1.7 NORDIC SEMICONDUCTOR

TABLE 152 NORDIC SEMICONDUCTOR: COMPANY OVERVIEW

FIGURE 65 NORDIC SEMICONDUCTOR: COMPANY SNAPSHOT

TABLE 153 NORDIC SEMICONDUCTOR: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 154 NORDIC SEMICONDUCTOR: PRODUCT LAUNCHES

11.1.8 SAMSARA INC.

TABLE 155 SAMSARA INC.: COMPANY OVERVIEW

FIGURE 66 SAMSARA INC.: COMPANY SNAPSHOT

TABLE 156 SAMSARA INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 157 SAMSARA INC.: DEALS

11.1.9 SEQUANS

TABLE 158 SEQUANS: COMPANY OVERVIEW

FIGURE 67 SEQUANS: COMPANY SNAPSHOT

TABLE 159 SEQUANS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 160 SEQUANS: PRODUCT LAUNCHES

TABLE 161 SEQUANS: DEALS

11.1.10 SOLERA

TABLE 162 SOLERA: COMPANY OVERVIEW

TABLE 163 SOLERA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

11.2 OTHER PLAYERS

11.2.1 ADVANCED TRACKING TECHNOLOGIES, INC.

11.2.2 AZUGA

11.2.3 DIGITAL MATTER

11.2.4 FLEET COMPLETE

11.2.5 GEOTRAQ

11.2.6 GOSUNCNWELINK CORPORATION

11.2.7 NEOWAY TECHNOLOGY CO. LTD.

11.2.8 PARTICLE INDUSTRIES, INC.

11.2.9 QUECLINK WIRELESS SOLUTIONS CO., LTD.

11.2.10 SHENZHEN JIMI IOT CO., LTD.

11.2.11 SUNSEA AIOT TECHNOLOGY CO.,LTD.

11.2.12 TEKTELIC COMMUNICATIONS INC.

11.2.13 TELTONIKA

11.2.14 TRACKIMO

11.2.15 XIAMEN CHEERZING IOT TECHNOLOGY CO., LTD

*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and 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 ADJACENT AND RELEVANT MARKET

12.1 INTRODUCTION

12.2 NETWORK DEVICES MARKET, BY DEVICE TYPE

TABLE 164 NETWORK DEVICES MARKET, BY DEVICE TYPE, 2018–2021 (USD BILLION)

TABLE 165 NETWORK DEVICES MARKET, BY DEVICE TYPE, 2022–2027 (USD BILLION)

12.2.1 ROUTERS

12.2.1.1 Widespread use of industrial routers for manufacturing and utility applications in indoor and outdoor environments to drive market

TABLE 166 ROUTERS: NETWORK DEVICES MARKET, BY APPLICATION,

2018–2021 (USD BILLION)

TABLE 167 ROUTERS: NETWORK DEVICES MARKET, BY APPLICATION,

2022–2027 (USD BILLION)

12.2.2 GATEWAYS

12.2.2.1 High demand for ruggedized industrial gateways for severe and remote environments to boost market growth

TABLE 168 GATEWAYS: NETWORK DEVICES MARKET, BY APPLICATION,
2018–2021 (USD BILLION)

TABLE 169 GATEWAYS: NETWORK DEVICES MARKET, BY APPLICATION,
2022–2027 (USD BILLION)

12.2.3 ACCESS POINTS

12.2.3.1 Increasing implementation to connect wireless devices in various environments to fuel market growth

TABLE 170 ACCESS POINTS: NETWORK DEVICES MARKET, BY APPLICATION,
2018–2021 (USD BILLION)

TABLE 171 ACCESS POINTS: NETWORK DEVICES MARKET, BY APPLICATION,
2022–2027 (USD BILLION)

13 APPENDIX

13.1 INSIGHTS FROM INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.4 CUSTOMIZATION OPTIONS

13.5 RELATED REPORTS

13.6 AUTHOR DETAILS

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