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IoT Monetization Market Case Studies, and Use Cases, by Application (Retail, Industrial, Automotive & Transportation, Building & Home Automation, Consumer Electronics, Energy, Agriculture, and Healthcare) and Geography - Global Forecast to 2022

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Abstracts

“Increasing Internet connectivity and rising adoption of smarter technologies are the major drivers for the IoT monetization market.”

The IoT monetization market was valued at USD 23.09 billion in 2015 and is expected to reach USD 443.27 billion by 2022, at a CAGR of 52.98% during the forecast period. The increasing Internet connectivity, increased use of smartphones and other connected devices, and growing adoption of cloud platforms are the major drivers for the IoT monetization market. Factors such as lack of common communication standards across platforms and lack of power-efficient devices are restraining the growth of the IoT monetization market.

“IoT monetization market for building & home automation applications is expected to grow at a high rate during the forecast period.”

The growing demand for reliable energy-efficient systems and enhanced home security levels worldwide is driving the growth of the IoT monetization market for building & home automation applications. Favorable government regulations and the growing trend of integrating smart devices such as smartphones and tablets are also boosting the growth of the market. The rising necessity for convenience, safety and security, and product development in IoT & M2M communication is also contributing to the growth of the market.

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“IoT monetization market for industrial applications is expected to witness a high growth during the forecast period.”

The IoT monetization market for industrial applications is expected to grow at an exponential rate during the forecast period. IoT plays a key role in industrial applications. IoT is used to optimize production processes and also to monitor the entire lifecycle of objects—from production to dumping.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted with key people in the IoT industry. The break-up of primary participants has been shown below:

By Company Type: Tier 1 – 35 %, Tier 2 – 45%, and Tier 3 – 20%

By Designation: C-Level Executives – 35%, Directors – 25%, and Others – 40%

By Region: North America – 45%, Europe – 20%, APAC – 30%, and RoW – 5%

The report also profiles the key players in the IoT monetization market. The prominent players profiled in this report are PTC, Inc. (U.S.), IBM Corp. (U.S.), Intel Corp. (U.S.), Cisco Systems, Inc. (U.S.), General Electric Co. (U.S.), Oracle Corp. (U.S.), Google Inc. (U.S.), Microsoft Corp. (U.S.), SAP SE (Germany), and Amdocs Ltd. (U.S.).

Research Coverage:

This research report categorizes the IoT monetization market on the basis of application and geography. It also provides the Porter’s five forces analysis, along with the description of each of its forces and their impact on the IoT monetization market. The report also discusses major drivers, restraints, challenges, and opportunities for the market.

Reasons to buy the report:

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

1. This report segments the IoT monetization market comprehensively and provides the closest market size estimation for major applications across various regions.

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2. The use-cases for the applications and various case studies have been included in the report to provide a practical view of the IoT monetization market.
3. The report would help stakeholders understand the pulse of the market and provide them with the information on drivers, restraints, challenges, and opportunities for the market.
4. This report would help the stakeholders understand their competitors better and gain more insights to improve their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.3 STUDY SCOPE
  1.3.1 MARKETS COVERED
  1.3.2 YEARS CONSIDERED FOR THE STUDY
1.4 CURRENCY
1.5 LIMITATION
1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
  2.1.1 SECONDARY DATA
    2.1.1.1 Key data from secondary sources
  2.1.2 PRIMARY DATA
    2.1.2.1 Key data from primary sources
    2.1.2.2 Key industry insights
    2.1.2.3 Breakdown of primaries
2.2 MARKET SIZE ESTIMATION
  2.2.1 BOTTOM-UP APPROACH
  2.2.2 TOP-DOWN APPROACH
2.3 MARKET BREAKDOWN & DATA TRIANGULATION
2.4 RESEARCH ASSUMPTIONS
  2.4.1 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

4.1 INTRODUCTION
4.2 MARKET SEGMENTATION
  4.2.1 IOT MONETIZATION MARKET, BY APPLICATION
  4.2.2 IOT MONETIZATION MARKET, BY GEOGRAPHY
4.3 MARKET EVOLUTION
4.4 IOT MONETIZATION MODEL
4.5 MARKET DYNAMICS: IOT MONETIZATION MARKET

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4.5.1 DRIVERS
4.5.1.1 Increasing Internet connectivity
4.5.1.2 Increased use of smartphones and other connected devices
4.5.1.3 Growing adoption of cloud platforms
4.5.2 RESTRAINTS
4.5.2.1 Lack of common communication standards across platforms
4.5.2.2 Lack of power-efficient devices
4.5.3 OPPORTUNITIES
4.5.3.1 Significant number of investments in the IoT monetization market
4.5.3.2 Significant government funding worldwide for R&D in IoT
4.5.4 CHALLENGES
4.5.4.1 Ensuring the security and privacy of the data collected

5 INDUSTRY TRENDS

5.1 INTRODUCTION
5.2 KEY TRENDS IN THE IOT MONETIZATION MARKET
5.3 PORTER'S FIVE FORCES ANALYSIS
5.3.1.1 Bargaining power of suppliers
5.3.1.2 Bargaining power of buyers
5.3.1.3 Threat of new entrants
5.3.1.4 Threat of substitutes
5.3.1.5 Intensity of competitive rivalry

6 IOT MONETIZATION MARKET, BY APPLICATION

6.1 INTRODUCTION
6.2 PROMISING APPLICATIONS FOR IOT MONETIZATION
6.2.1 RETAIL
6.2.1.1 IoT in retail: Case Study
6.2.1.2 Use cases of IoT in retail applications
6.2.2 INDUSTRIAL
6.2.2.1 IoT in industrial: Case Study
6.2.2.2 Use cases of IoT in industrial applications
6.2.3 AUTOMOTIVE & TRANSPORTATION
6.2.3.1 IoT in automotive & transportation: Case Study
6.2.3.2 Use cases of IoT in automotive & transportation applications
6.2.4 AGRICULTURE
6.2.4.1 Use cases of IoT in agriculture applications

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6.2.5 ENERGY
6.2.5.1 IoT in Energy: Case Study
6.2.5.2 Use cases of IoT in energy applications
6.2.6 BUILDING & HOME AUTOMATION
6.2.6.1 IoT in building & home automation: Case Study
6.2.6.2 Use cases of IoT in building & home automation applications
6.2.7 CONSUMER ELECTRONICS
6.2.7.1 Use cases of IoT in consumer electronics applications
6.2.8 HEALTHCARE
6.2.8.1 IoT in healthcare: Case Study
6.2.8.2 Use cases of IoT in healthcare
6.2.9 OTHERS
6.2.9.1 Use cases of IoT in other applications
6.2.10 CASE STUDY: SMART CITY (BARCELONA, SPAIN)

7 GEOGRAPHICAL ANALYSIS

7.1 INTRODUCTION
7.2 GEOGRAPHICAL ANALYSIS OF IOT MONETIZATION
7.2.1 NORTH AMERICA
7.2.2 EUROPE
7.2.3 ASIA-PACIFIC (APAC)
7.2.4 REST OF THE WORLD (ROW)

8 COMPETITIVE LANDSCAPE

8.1 INTRODUCTION
8.2 COMPETITIVE SCENARIO
8.2.1 NEW PRODUCT LAUNCHES
8.2.2 PARTNERSHIPS
8.2.3 AGREEMENTS & COLLABORATIONS
8.2.4 ACQUISITIONS & EXPANSIONS

9 COMPANY PROFILE

(Overview, Financial*, Products & Services, Strategy, and Developments)

9.1 INTRODUCTION
9.2 PTC, INC.

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9.3 INTERNATIONAL BUSINESS MACHINE CORP.
9.4 GENERAL ELECTRIC CO.
9.5 SAP SE
9.6 CISCO SYSTEMS, INC.
9.7 AMDOCS LTD.
9.8 INTEL CORP.
9.9 ORACLE CORP.
9.10 GOOGLE INC.
9.11 MICROSOFT CORP.
9.12 KEY INNOVATORS

*Details might not be captured in case of unlisted companies

10 APPENDIX

10.1 INSIGHTS OF INDUSTRY EXPERTS
10.2 DISCUSSION GUIDE
10.3 KNOWLEDGE STORE: MARKETSANDMARKETS’ SUBSCRIPTION PORTAL
10.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
10.5 AVAILABLE CUSTOMIZATION
10.6 RELATED REPORTS

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List Of Tables

LIST OF TABLES

Table 1 MAJOR IMPACT OF INTENSITY OF COMPETITIVE RIVALRY AND BARGAINING POWER OF SUPPLIERS ON THE OVERALL IOT MONETIZATION MARKET
Table 2 IOT MONETIZATION MARKET, BY APPLICATION, 2013–2022 (USD BILLION)
Table 3 IOT MONETIZATION MARKET FOR RETAIL APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 4 IOT MONETIZATION MARKET FOR INDUSTRIAL APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 6 IOT MONETIZATION MARKET FOR AGRICULTURE APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 7 IOT MONETIZATION MARKET FOR ENERGY APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 8 IOT MONETIZATION MARKET FOR BUILDING & HOME AUTOMATION APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 9 IOT MONETIZATION MARKET FOR CONSUMER ELECTRONICS APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 10 IOT MONETIZATION MARKET FOR HEALTHCARE APPLICATIONS, BY REGION, 2013–2022 (USD MILLION)
Table 12 IOT MONETIZATION MARKET, BY REGION, 2013–2022 (USD BILLION)
Table 13 NEW PRODUCT LAUNCHES, 2016
Table 14 PARTNERSHIP, 2016
Table 15 AGREEMENTS & COLLABORATIONS, 2016
Table 16 ACQUISITIONS & EXPANSIONS, 2015–2016

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List Of Figures

LIST OF FIGURES

Figure 1 OVERVIEW OF THE MICROMARKETS COVERED
Figure 2 GLOBAL IOT MONETIZATION MARKET: RESEARCH DESIGN
Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
Figure 5 DATA TRIANGULATION
Figure 6 IOT MONETIZATION MARKET, 2013–2022 (USD BILLION)
Figure 7 IOT MONETIZATION MARKET FOR CONSUMER ELECTRONICS EXPECTED TO GROW AT THE HIGHEST RATE BETWEEN 2016 AND 2022
Figure 8 NORTH AMERICA HELD THE LARGEST SHARE OF THE IOT MONETIZATION MARKET IN 2015
Figure 9 REGION-WISE MARKET SIZE FOR TOP 2 IOT MONETIZATION APPLICATIONS, 2015
Figure 10 GEOGRAPHICAL SCOPE OF IOT MONETIZATION
Figure 11 MARKET EVOLUTION OF IOT MONETIZATION
Figure 12 IOT MONETIZATION MODEL
Figure 13 INCREASED INTERNET CONNECTIVITY WOULD ENHANCE THE GROWTH OF THE IOT MONETIZATION MARKET
Figure 14 PERCENTAGE OF HOUSEHOLDS WITH INTERNET ACCESS AND INDIVIDUALS USING THE INTERNET, 2015
Figure 15 SHIPMENTS OF SMARTPHONES, 2012–2017
Figure 16 IOT MONETIZATION: PORTER’S FIVE FORCES ANALYSIS, 2015
Figure 17 IOT MONETIZATION MARKET: PORTER’S FIVE FORCES ANALYSIS
Figure 18 CORE COMPETENCIES LIKELY TO HELP THE SUPPLIERS TO MAINTAIN A HIGH BARGAINING POWER
Figure 19 MEDIUM IMPACT OF THE BARGAINING POWER OF BUYERS DUE TO THE INCREASE IN THE NUMBER OF SUPPLIERS IN THE MARKET
Figure 20 HIGH CAPITAL REQUIREMENT POSES AS A MAJOR CHALLENGE FOR NEW ENTRANTS
Figure 21 MEDIUM IMPACT OF THREAT OF SUBSTITUTES ON THE MARKET
Figure 22 HIGH INTENSITY OF COMPETITIVE RIVALRY DUE TO THE PRESENCE OF A SIGNIFICANT NUMBER OF PLAYERS IN THE MARKET
Figure 23 IOT MONETIZATION MARKET FOR CONSUMER ELECTRONICS APPLICATIONS LIKELY TO GROW AT THE HIGHEST RATE DURING THE FORECAST PERIOD
Figure 24 GEOGRAPHIC SNAPSHOT: IOT MONETIZATION MARKET IN APAC TO

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GROW AT THE HIGHEST RATE DURING THE FORECAST PERIOD
Figure 25 IOT MONETIZATION MARKET SHARE, BY REGION, 2015
Figure 26 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGY BETWEEN 2013 AND 2016
Figure 27 MARKET EVALUATION FRAMEWORK—NEW PRODUCT LAUNCHES FUELED MARKET GROWTH BETWEEN 2013 AND 2016
Figure 28 BATTLE FOR MARKET SHARE IN THE IOT MONETIZATION MARKET: NEW PRODUCT LAUNCHES AND PARTNERSHIPS WERE THE KEY STRATEGIES
Figure 29 GEOGRAPHIC REVENUE MIX OF MAJOR PLAYERS
Figure 30 PTC, INC.: COMPANY SNAPSHOT
Figure 31 PTC, INC.: SWOT ANALYSIS
Figure 32 IBM CORP.: COMPANY SNAPSHOT
Figure 33 IBM: SWOT ANALYSIS
Figure 34 GENERAL ELECTRIC CO.: COMPANY SNAPSHOT
Figure 35 GENERAL ELECTRIC: SWOT ANALYSIS
Figure 36 SAP SE: COMPANY SNAPSHOT
Figure 37 SAP SE: SWOT ANALYSIS
Figure 38 CISCO SYSTEMS, INC.: COMPANY SNAPSHOT
Figure 39 CISCO SYSTEMS, INC.: SWOT ANALYSIS
Figure 40 AMDOCS LTD.: COMPANY SNAPSHOT
Figure 41 AMDOCS LTD.: SWOT ANALYSIS
Figure 42 INTEL CORP.: COMPANY SNAPSHOT
Figure 43 ORACLE CORP.: COMPANY SNAPSHOT
Figure 44 GOOGLE INC.: COMPANY SNAPSHOT
Figure 45 MICROSOFT CORP.: COMPANY SNAPSHOT
Figure 46 MARKETSANDMARKETS KNOWLEDGE STORE: SEMICONDUCTORS & ELECTRONICS INDUSTRY SNAPSHOT

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