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IoT Middleware Market with Impact of Gen AI, by Platform (Device Management, Application Management, Connectivity Management, Data Management, and Security Management), Vertical (Government & Defense, Manufacturing, BFSI) - Global Forecast to 2029

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Abstracts

The IoT middleware market is estimated to be USD 18.5 billion in 2024 to USD 41.7 billion in 2029 at a CAGR of 17.6% from 2024 to 2029. The IoT middleware market is driven by industrial edge computing, such as robots, motors, and other machines connected to main servers containing their data processing capabilities. The benefits of these edge devices include providing feedback to the central server by relaying operating conditions and cycle times. The pace of this pattern is believed to go higher with the emergence of 5G networks since applying fewer limitations on the speed and bandwidth will enhance connectivity and data transfer. This work indicates the promise of the convergence of the 5G and industrial edge computing to play a central part in the Industrial Internet of Things (IIoT), which is expected to enhance efficiency and operations' flexibility.

"During the forecast period, the manufacturing verticle contributed the largest market share in the IoT middleware market."

Manufacturing organizations have gradually embraced Industry 4. 0, where connected smart devices and automation work hand in hand. In this new industrial revolution, robotics was built to be controlled over the internet and linked to computers proficient in machine learning and artificial intelligence, which, in turn, allowed robots to self-teach and work smartly on restricted commands. Industry 4. 0 involves cyber-physical

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systems that observe factories' operations and decide independently. These physical systems are also a part of the IoT environment and work in conjunction with humans in real time. The significance of IoT in the automation of industries, especially factories, and implementing the fourth industrial revolution is vital. This helps businesses and allows them to make better process and operation decisions.

'Asia Pacific will register the highest growth rate during the forecast period."

The Asia Pacific region is expected to grow fastest in the IoT middleware market during the forecast period. This region already holds more than 40% of the world's population, most of the area's economies are at a relatively fast growth stage, and urbanization is property high. The region is particularly acclaimed for its visionary utilization of new technologies and is expected to exhibit the highest compound annual growth rate in the future. The proactive attempts made by Asia-Pacific organizations to enhance IT support are producing encouraging circumstances for deploying sophisticated technologies. The GSM Association is hopeful that 2025, the region will account for 1/3 of total IoT connections or 11 billion connections. Big players are already taking advantage of it. Litmus Automation, which expanded into Japan recently, is a perfect example; the need for advanced IoT solutions in industrial processes is growing.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

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

By Designation: C-level –38%, D-level – 30%, and Managers – 22%

By Region: North America – 38%, Europe – 15%, Asia Pacific – 35%, Middle East & Africa- 7%, and Latin America- 5%.

The major players in the IoT middleware market are Microsoft(US), IBM (US), PTC (US), Cisco (US), AWS (US), SAP (Germany), Google (US), Hitachi (Japan), Oracle (US), HPE (US), Bosch (Germany), Siemens (Germany), GE (US), Schneider Electric (US), Software AG (Germany), Aeris Communication (US), Salesforce (US), Atos (France), ClearBlade(US), Davra Networks (US), Axiros (Germany), Eurotech (Italy), Litmus Automation (US), Ayla Networks (US), SumatoSoft (US), QiO Technologies

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(UK), Particle Industries (US) and Exosite (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their IoT middleware footprint.

Research Coverage

The market study covers the IoT middleware market size across different segments. It aims to estimate the market size and the growth potential across various segments, including platform type, vertical, and regions. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help market leaders and new entrants with information on the closest approximations of the global IoT middleware market's revenue numbers and subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (blockchain enhances IoT middleware to streamline operations and reducing administrative overhead, growing need for centralized monitoring, emergence of 5G & edge computing, and increasing adoption of cloud), restraints (complex integration process of legacy systems, absence of uniform IoT standards and lack of interoperability, and concerns over data security and privacy), opportunities (increasing shift toward outcome and pull economies, and rising adoption of IoT in SMEs) and challenges (lack of skilled workforce, and implementation and security challenges) influencing the growth of the IoT middleware market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product and service launches in the IoT middleware market. Market Development: Comprehensive information about lucrative markets – the report analyses various regions' IoT middleware markets. Market Diversification: Exhaustive information about new products and services, untapped

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geographies, recent developments, and investments in the IoT middleware market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Microsoft(US), IBM (US), PTC (US), Cisco (US), AWS (US), SAP (Germany), Google (US), Hitachi (Japan), Oracle (US), HPE (US), Bosch (Germany), Siemens (Germany), GE (US), Schneider Electric (US), Software AG (Germany), Aeris Communication (US), Salesforce (US), Atos (France), ClearBlade(US), Davra Networks (US), Axiros (Germany), Eurotech (Italy), Litmus Automation (US), Ayla Networks (US), SumatoSoft (US), QiO Technologies (UK), Particle Industries (US) and Exosite (US).

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Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES
1.2 MARKET DEFINITION
1.3 STUDY SCOPE
  1.3.1 MARKET SEGMENTATION
  1.3.2 INCLUSIONS & EXCLUSIONS
  1.3.3 YEARS CONSIDERED
1.4 CURRENCY CONSIDERED
1.5 STAKEHOLDERS
1.6 SUMMARY OF CHANGES

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 Breakup of primary interviews
    2.1.2.2 Key primary interview participants
    2.1.2.3 Key insights from industry experts
2.2 MARKET BREAKUP AND DATA TRIANGULATION
2.3 MARKET SIZE ESTIMATION METHODOLOGY
  2.3.1 TOP-DOWN APPROACH
    2.3.1.1 Supply-side analysis
  2.3.2 BOTTOM-UP APPROACH
2.4 RESEARCH ASSUMPTIONS
2.5 RESEARCH LIMITATIONS
2.6 RISK ASSESSMENT

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN IOT MIDDLEWARE MARKET
4.2 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE AND COUNTRY

+44 20 8123 2220
info@marketpublishers.com

4.3 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE AND COUNTRY

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION
5.2 MARKET DYNAMICS
5.2.1 DRIVERS
5.2.1.1 Increasing focus on blockchain-enabled IoT
5.2.1.2 Emergence of 5G & edge computing
5.2.1.3 Growing need for centralized monitoring
5.2.1.4 Increasing adoption of cloud
5.2.2 RESTRAINTS
5.2.2.1 Integration complexity with legacy systems
5.2.2.2 Absence of uniform IoT standards and lack of interoperability
5.2.2.3 Concerns over data security and privacy
5.2.3 OPPORTUNITIES
5.2.3.1 Increasing shift toward outcome and pull economies
5.2.3.2 Rising adoption of IoT in SMEs
5.2.4 CHALLENGES
5.2.4.1 Lack of skilled workforce
5.2.4.2 Implementation and security challenges
5.3 EVOLUTION OF IOT MIDDLEWARE
5.4 ECOSYSTEM ANALYSIS
5.5 CASE STUDY ANALYSIS
5.5.1 CASE STUDY 1: LUFTHANSA TECHNIK USES ENTERPRISE PLM TO SUSTAIN AVIATION EXCELLENCE
5.5.2 CASE STUDY 2: NESTLE SCALES TO 2.8 MILLION CONNECTED DEVICES WITH AWS IOT
5.5.3 CASE STUDY 3: ENSURING SUSTAINABLE WATER UTILITY SERVICES IN JAPAN WITH HITACHI'S ADVANCED SOLUTIONS
5.5.4 CASE STUDY 4: ORACLE CLOUD HELPS TITAN INTERNATIONAL TRANSFORM INTO SMART CONNECTED MANUFACTURER
5.6 VALUE CHAIN ANALYSIS
5.7 REGULATORY LANDSCAPE
5.7.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
5.7.1.1 International Telecommunication Union (ITU)
5.7.1.2 Internet of Things Consortium (IoTC)

+44 20 8123 2220
info@marketpublishers.com

5.7.1.3 North America
5.7.1.4 Europe
5.7.1.5 Asia Pacific
5.7.1.6 Middle East & Africa
5.7.1.7 Latin America
5.8 PATENT ANALYSIS
5.8.1 METHODOLOGY
5.8.2 LIST OF MAJOR PATENTS
5.9 TECHNOLOGY ANALYSIS
5.9.1 KEY TECHNOLOGIES
5.9.1.1 5G
5.9.1.2 Wi-Fi
5.9.1.3 Communication protocols
5.9.2 COMPLEMENTARY TECHNOLOGIES
5.9.2.1 Edge computing
5.9.2.2 Artificial intelligence (AI) and machine learning (ML)
5.9.2.3 Blockchain
5.9.3 ADJACENT TECHNOLOGIES
5.9.3.1 Augmented reality (AR) and virtual reality (VR)
5.9.3.2 Big data analytics
5.9.3.3 Cybersecurity solutions
5.10 PRICING ANALYSIS
5.10.1 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY IOT PLATFORM
5.10.2 INDICATIVE PRICING ANALYSIS, BY SUBSCRIPTION TYPE
5.11 PORTER'S FIVE FORCES MODEL
5.11.1 THREAT OF NEW ENTRANTS
5.11.2 THREAT OF SUBSTITUTES
5.11.3 BARGAINING POWER OF BUYERS
5.11.4 BARGAINING POWER OF SUPPLIERS
5.11.5 INTENSITY OF COMPETITIVE RIVALRY
5.12 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS
5.13 KEY STAKEHOLDERS AND BUYING CRITERIA
5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS
5.13.2 BUYING CRITERIA
5.14 CURRENT AND EMERGING BUSINESS MODELS
5.14.1 CURRENT BUSINESS MODELS
5.14.2 EMERGING BUSINESS MODELS
5.15 KEY CONFERENCES AND EVENTS, 2024–2025
5.16 TECHNOLOGY ROADMAP FOR IOT MIDDLEWARE MARKET

+44 20 8123 2220
info@marketpublishers.com

5.16.1 IOT MIDDLEWARE TECHNOLOGY ROADMAP TILL 2030
5.16.1.1 Short-term roadmap (2023–2025)
5.16.1.2 Mid-term roadmap (2026–2028)
5.16.1.3 Long-term roadmap (2028–2030)
5.17 BEST PRACTICES IN IOT MIDDLEWARE MARKET
5.18 TOOLS, FRAMEWORKS, AND TECHNIQUES USED IN IOT MIDDLEWARE SOLUTIONS
5.19 INVESTMENT AND FUNDING SCENARIO
5.20 IMPACT OF GENERATIVE AI ON IOT MIDDLEWARE MARKET
5.20.1 INTEGRATING GENERATIVE AI IN IOT MIDDLEWARE
5.20.2 USE CASES OF GENERATIVE AI IN IOT MIDDLEWARE
5.20.3 BEST PRACTICES TO LEVERAGE GENERATIVE AI FOR IOT MIDDLEWARE
5.20.4 TRENDS OF GENERATIVE AI IN IOT MIDDLEWARE
5.20.5 FUTURE OF GENERATIVE AI IN IOT MIDDLEWARE

6 IOT MIDDLEWARE MARKET, BY PLATFORM TYPE

6.1 INTRODUCTION
6.1.1 PLATFORM TYPE: IOT MIDDLEWARE MARKET DRIVERS
6.2 DEVICE MANAGEMENT
6.2.1 HELPS ORGANIZATIONS IN EFFECTIVELY MANAGING AND TRACKING, AND SECURING DEVICES
6.3 APPLICATION MANAGEMENT
6.3.1 PLATFORM ADDRESSES NEEDS SUCH AS INTELLIGENT PRODUCT ENHANCEMENTS, LOWER COSTS, RESOURCE OPTIMIZATION, AND REDUCED WASTAGE
6.4 DATA MANAGEMENT
6.4.1 HELPS ANALYZE DATA WITH MACHINE LEARNING AND ALGEBRAICAL CALCULATIONS
6.5 CONNECTIVITY MANAGEMENT
6.5.1 PROVIDES CENTRALIZED MONITORING, HELPING ORGANIZATIONS TO MANAGE VARIOUS PROCESSES OPTIMALLY
6.6 SECURITY MANAGEMENT
6.6.1 SECURES IOT ECOSYSTEM AGAINST CYBER THREATS

7 IOT MIDDLEWARE MARKET, BY VERTICAL

7.1 INTRODUCTION
7.1.1 VERTICAL: IOT MIDDLEWARE MARKET DRIVERS

+44 20 8123 2220
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7.2 MANUFACTURING
7.2.1 IOT HELPS IN FACTORY AUTOMATION, INDUSTRY 4.0 AND HELPS ORGANIZATIONS STREAMLINE BUSINESS PROCESSES AND OPTIMIZE OPERATIONS
7.2.2 MANUFACTURING: USE CASES
7.3 GOVERNMENT & DEFENSE
7.3.1 OPPORTUNITIES TO CREATE SMART CITIES, IMPROVE CITY PLANNING, AND CONTROL WATER AND WASTE MANAGEMENT
7.3.2 GOVERNMENT & DEFENSE: USE CASES
7.4 TRANSPORTATION & LOGISTICS
7.4.1 IOT PLATFORMS HELP AUTOMOTIVE INDUSTRY IMPROVE OPERATIONAL EFFICIENCY, REDUCING DOWNTIME AND LOWERING COSTS
7.4.2 TRANSPORTATION & LOGISTICS: USE CASES
7.5 ENERGY & UTILITIES
7.5.1 IMPLEMENTATION OF IOT SOLUTIONS ACROSS ORGANIZATIONAL PROCESSES OPTIMIZES SUPPLY CHAIN, ENHANCES ASSET MONITORING & MAINTENANCE, AND INCREASES POTENTIAL RETURN ON IOT INVESTMENTS
7.5.2 ENERGY & UTILITIES: USE CASES
7.6 HEALTHCARE
7.6.1 IOT IN HEALTHCARE HAS WIDENED DUE TO RISING ADOPTION OF WIRELESS DEVICES
7.6.2 HEALTHCARE: USE CASES
7.7 RETAIL
7.7.1 IOT PLATFORMS ENABLE RETAIL CHAINS TO BE CONNECTED CENTRALLY TO IMPROVE ORDER AND INVENTORY MANAGEMENT
7.7.2 RETAIL: USE CASES
7.8 BANKING, FINANCIAL SERVICES, AND INSURANCE
7.8.1 IOT TECHNOLOGIES ENHANCE USER EXPERIENCE, REDUCE OPERATIONAL COSTS, AND OFFER PERSONALIZED SERVICES
7.8.2 BANKING, FINANCIAL SERVICES, AND INSURANCE: USE CASES
7.9 OTHER VERTICALS

8 IOT MIDDLEWARE MARKET, BY REGION

8.1 INTRODUCTION
8.2 NORTH AMERICA
8.2.1 MACROECONOMIC OUTLOOK FOR NORTH AMERICA
8.2.2 US
8.2.2.1 Presence of major IoT solution providers in US to drive market

+44 20 8123 2220
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8.2.3 CANADA
8.2.3.1 Rising investment in smart city initiatives to promote adoption of IoT technologies in Canada
8.3 EUROPE
8.3.1 MACROECONOMIC OUTLOOK FOR EUROPE
8.3.2 UK
8.3.2.1 Government funding for R&D to drive market in UK
8.3.3 GERMANY
8.3.3.1 Manufacturing industry has been pivotal in driving growth of German market
8.3.4 FRANCE
8.3.4.1 Rising investment in smart grids and cities to drive French market
8.3.5 ITALY
8.3.5.1 Italy progressing in IoT applications, especially in smart city and energy management projects
8.3.6 SPAIN
8.3.6.1 Adoption of IoT middleware across various sectors to drive market in Spain
8.3.7 NORDIC COUNTRIES
8.3.7.1 Growing focus on smart and sustainable IoT middleware to drive market in Nordic countries
8.3.8 REST OF EUROPE
8.4 ASIA PACIFIC
8.4.1 MACROECONOMIC OUTLOOK FOR ASIA PACIFIC
8.4.2 CHINA
8.4.2.1 Development of IoT with advanced Internet infrastructure and innovative applications to drive market growth in China
8.4.3 JAPAN
8.4.3.1 Japan’s cost-effective IoT platforms in cloud allow smaller companies to grow their operations with improved connectivity options
8.4.4 INDIA
8.4.4.1 Growing e-commerce industry in India to drive market
8.4.5 AUSTRALIA & NEW ZEALAND
8.4.5.1 Deployment of 5G and adoption of AI, cloud, and big data to drive market growth in ANZ
8.4.6 SOUTH KOREA
8.4.6.1 Rising 5G adoption to allow IoT applications to flourish with increased data usage and improved effectiveness
8.4.7 REST OF ASIA PACIFIC
8.5 MIDDLE EAST & AFRICA
8.5.1 MACROECONOMIC OUTLOOK FOR MIDDLE EAST & AFRICA

+44 20 8123 2220
info@marketpublishers.com

8.5.2 GCC COUNTRIES
8.5.2.1 UAE
8.5.2.1.1 Increasing need for industrial internet penetration to boost UAE market
8.5.2.2 KSA
8.5.2.2.1 Innovative projects such as Saudi Arabia's Vision 2030 to drive Kingdom's IoT market
8.5.2.3 Rest of GCC countries
8.5.3 SOUTH AFRICA
8.5.3.1 Popularity of mobile application-based IoT middleware solutions to drive market
8.5.4 REST OF MIDDLE EAST & AFRICA
8.6 LATIN AMERICA
8.6.1 MACROECONOMIC OUTLOOK FOR LATIN AMERICA
8.6.2 BRAZIL
8.6.2.1 Government initiatives to develop and accelerate the adoption of IoT in Brazil
8.6.3 MEXICO
8.6.3.1 Popularity of mobile application-based IoT middleware solutions to drive market in Mexico
8.6.4 REST OF LATIN AMERICA

9 COMPETITIVE LANDSCAPE

9.1 INTRODUCTION
9.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2023
9.2.1 OVERVIEW OF STRATEGIES ADOPTED BY KEY IOT MIDDLEWARE MARKET VENDORS
9.3 REVENUE ANALYSIS
9.4 MARKET SHARE ANALYSIS
9.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023
9.5.1 STARS
9.5.2 EMERGING LEADERS
9.5.3 PERVASIVE PLAYERS
9.5.4 PARTICIPANTS
9.5.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023
9.6 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023
9.6.1 PROGRESSIVE COMPANIES
9.6.2 RESPONSIVE COMPANIES
9.6.3 DYNAMIC COMPANIES
9.6.4 STARTING BLOCKS

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9.6.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES
9.7 COMPETITIVE SCENARIO AND TRENDS
9.7.1 PRODUCT LAUNCHES
9.7.2 DEALS
9.8 BRAND/PRODUCT COMPARISON
9.9 COMPANY VALUATION AND FINANCIAL METRICS

10 COMPANY PROFILES

10.1 KEY PLAYERS
10.1.1 MICROSOFT
10.1.1.1 Business overview
10.1.1.2 Products/Solutions/Services offered
10.1.1.3 Recent developments
10.1.1.4 MnM view
10.1.1.4.1 Right to win
10.1.1.4.2 Strategic choices
10.1.1.4.3 Weaknesses and competitive threats
10.1.2 IBM
10.1.2.1 Business overview
10.1.2.2 Products/Solutions/Services offered
10.1.2.3 Recent developments
10.1.2.4 MnM view
10.1.2.4.1 Key strengths
10.1.2.4.2 Strategic choices
10.1.2.4.3 Weaknesses and competitive threats
10.1.3 CISCO
10.1.3.1 Business overview
10.1.3.2 Products/Solutions/Services offered
10.1.3.3 Recent developments
10.1.3.4 MnM view
10.1.3.4.1 Right to win
10.1.3.4.2 Strategic choices
10.1.3.4.3 Weaknesses and competitive threats
10.1.4 AMAZON WEB SERVICES
10.1.4.1 Business overview
10.1.4.2 Products/Solutions/Services offered
10.1.4.3 Recent developments
10.1.4.4 MnM view

+44 20 8123 2220
info@marketpublishers.com

10.1.4.4.1 Right to win
10.1.4.4.2 Strategic choices
10.1.4.4.3 Weaknesses and competitive threats
10.1.5 PTC
10.1.5.1 Business overview
10.1.5.2 Products/Solutions/Services offered
10.1.5.3 Recent developments
10.1.5.4 MnM view
10.1.5.4.1 Right to win
10.1.5.4.2 Strategic choices
10.1.5.4.3 Weaknesses and competitive threats
10.1.6 SAP
10.1.6.1 Business overview
10.1.6.2 Products/Solutions/Services offered
10.1.6.3 Recent developments
10.1.7 HITACHI
10.1.7.1 Business overview
10.1.7.2 Platforms/Solutions/Services offered
10.1.7.3 Recent developments
10.1.8 ORACLE
10.1.8.1 Business overview
10.1.8.2 Products/Solutions/Services offered
10.1.8.3 Recent developments
10.1.9 GOOGLE
10.1.9.1 Business overview
10.1.9.2 Products/Solutions/Services offered
10.1.9.3 Recent developments
10.1.10 BOSCH
10.1.10.1 Business overview
10.1.10.2 Products/Solutions/Services offered
10.1.10.3 Recent developments
10.1.11 HPE
10.1.12 SIEMENS
10.1.13 GE
10.1.14 SCHNEIDER ELECTRIC
10.1.15 SOFTWARE AG
10.1.16 AERIS COMMUNICATIONS
10.1.17 SALESFORCE
10.1.18 ATOS

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10.2 STARTUPS/SMES
10.2.1 CLEARBLADE
10.2.2 DAVRA NETWORKS
10.2.3 AXIROS
10.2.4 EUROTECH
10.2.5 LITMUS AUTOMATION
10.2.6 AYLA NETWORKS
10.2.7 SUMATOSOFT
10.2.8 QIO TECHNOLOGIES
10.2.9 EXOSITE
10.2.10 PARTICLE INDUSTRIES, INC.

11 ADJACENT/RELATED MARKETS

11.1 INTRODUCTION
11.2 IOT MARKET – GLOBAL FORECAST TO 2026
11.2.1 MARKET DEFINITION
11.2.2 MARKET OVERVIEW
11.2.2.1 IoT market, by component
11.2.2.2 IoT market, by organization size
11.2.2.3 IoT market, by focus area
11.2.2.4 IoT market, by region
11.3 IOT IN MANUFACTURING MARKET – GLOBAL FORECAST TO 2026
11.3.1 MARKET DEFINITION
11.3.2 MARKET OVERVIEW
11.3.2.1 IoT in manufacturing market, by component
11.3.2.2 IoT in manufacturing market, by solution
11.3.2.3 IoT in manufacturing market, by service
11.3.2.4 IoT in manufacturing market, by deployment mode
11.3.2.5 IoT in manufacturing market, by organization size
11.3.2.6 IoT in manufacturing market, by application
11.3.2.7 IoT in manufacturing market, by vertical
11.3.2.8 IoT in manufacturing market, by region

12 APPENDIX

12.1 DISCUSSION GUIDE
12.2 KNOWLEDGESTORE: MARKETSANDMARKETS’ SUBSCRIPTION PORTAL
12.3 CUSTOMIZATION OPTIONS

+44 20 8123 2220
info@marketpublishers.com

12.4 RELATED REPORTS
12.5 AUTHOR DETAILS
TABLE 1 USD EXCHANGE RATES, 2021–2023
TABLE 2 KEY PRIMARY INTERVIEW PARTICIPANTS
TABLE 3 RESEARCH ASSUMPTIONS
TABLE 4 RISK ASSESSMENT
TABLE 5 IOT MIDDLEWARE MARKET: ECOSYSTEM
TABLE 6 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 7 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 8 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES,
AND OTHER ORGANIZATIONS
TABLE 9 REST OF THE WORLD: REGULATORY BODIES, GOVERNMENT AGENCIES,
AND OTHER ORGANIZATIONS
TABLE 10 AVERAGE SELLING PRICE OF KEY PLAYERS FOR IOT PLATFORMS (USD)
TABLE 11 INDICATIVE PRICING ANALYSIS OF IOT, BY SUBSCRIPTION TYPE (USD)
TABLE 12 IMPACT OF EACH FORCE ON IOT MIDDLEWARE MARKET
TABLE 13 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS
TABLE 14 KEY BUYING CRITERIA FOR TOP THREE VERTICALS
TABLE 15 IOT MIDDLEWARE MARKET: DETAILED LIST OF CONFERENCES AND EVENTS, 2024–2025
TABLE 16 IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2019–2023 (USD MILLION)
TABLE 17 IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2024–2029 (USD MILLION)
TABLE 18 DEVICE MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 19 DEVICE MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

+44 20 8123 2220
info@marketpublishers.com

TABLE 20 APPLICATION MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 21 APPLICATION MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 22 DATA MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 23 DATA MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 24 CONNECTIVITY MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 25 CONNECTIVITY MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 26 SECURITY MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 27 SECURITY MANAGEMENT: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 28 IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 29 IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 30 MANUFACTURING: IOT MIDDLEWARE MARKET, BY REGION,

+44 20 8123 2220
info@marketpublishers.com

2019–2023 (USD MILLION)

TABLE 31 MANUFACTURING: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 32 GOVERNMENT & DEFENSE: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 33 GOVERNMENT & DEFENSE: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 34 TRANSPORTATION & LOGISTICS: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 35 TRANSPORTATION & LOGISTICS: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 36 ENERGY & UTILITIES: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 37 ENERGY & UTILITIES: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 38 HEALTHCARE: IOT MIDDLEWARE MARKET, BY REGION, 2019–2023 (USD MILLION)
TABLE 39 HEALTHCARE: IOT MIDDLEWARE MARKET, BY REGION, 2024–2029 (USD MILLION)
TABLE 40 RETAIL: IOT MIDDLEWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

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TABLE 41 RETAIL: IOT MIDDLEWARE MARKET, BY REGION, 2024–2029 (USD MILLION)
TABLE 42 BANKING, FINANCIAL SERVICES, AND INSURANCE: IOT MIDDLEWARE MARKET,
BY REGION, 2019–2023 (USD MILLION)
TABLE 43 BANKING, FINANCIAL SERVICES, AND INSURANCE: IOT MIDDLEWARE MARKET,
BY REGION, 2024–2029 (USD MILLION)
TABLE 44 OTHER VERTICALS: IOT MIDDLEWARE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 45 OTHER VERTICALS: IOT MIDDLEWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

TABLE 46 IOT MIDDLEWARE MARKET, BY REGION, 2019–2023 (USD MILLION)
TABLE 47 IOT MIDDLEWARE MARKET, BY REGION, 2024–2029 (USD MILLION)
TABLE 48 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 49 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 50 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY VERTICAL,

2019–2023 (USD MILLION)

TABLE 51 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY VERTICAL,

2024–2029 (USD MILLION)

TABLE 52 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY COUNTRY,

2019–2023 (USD MILLION)

TABLE 53 NORTH AMERICA: IOT MIDDLEWARE MARKET, BY COUNTRY,

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2024–2029 (USD MILLION)

TABLE 54 US: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2019–2023 (USD MILLION)
TABLE 55 US: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2024–2029 (USD MILLION)
TABLE 56 US: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 57 US: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 58 EUROPE: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 59 EUROPE: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 60 EUROPE: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 61 EUROPE: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 62 EUROPE: IOT MIDDLEWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)
TABLE 63 EUROPE: IOT MIDDLEWARE MARKET, BY COUNTRY, 2024–2029 (USD MILLION)
TABLE 64 UK: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2019–2023 (UKD MILLION)
TABLE 65 UK: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2024–2029 (UKD MILLION)
TABLE 66 UK: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (UKD MILLION)
TABLE 67 UK: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (UKD MILLION)
TABLE 68 GERMANY: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

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TABLE 69 GERMANY: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 70 GERMANY: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 71 GERMANY: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 72 ITALY: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 73 ITALY: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 74 ITALY: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 75 ITALY: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 76 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 77 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 78 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY VERTICAL,

2019–2023 (USD MILLION)

TABLE 79 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY VERTICAL,

2024–2029 (USD MILLION)

TABLE 80 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY COUNTRY,

2019–2023 (USD MILLION)

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TABLE 81 ASIA PACIFIC: IOT MIDDLEWARE MARKET, BY COUNTRY,

2024–2029 (USD MILLION)

TABLE 82 CHINA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 83 CHINA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 84 CHINA: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 85 CHINA: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 86 INDIA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 87 INDIA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 88 INDIA: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 89 INDIA: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 90 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 91 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

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TABLE 92 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY VERTICAL,

2019–2023 (USD MILLION)

TABLE 93 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY VERTICAL,

2024–2029 (USD MILLION)

TABLE 94 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY COUNTRY,

2019–2023 (USD MILLION)

TABLE 95 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY COUNTRY,

2024–2029 (USD MILLION)

TABLE 96 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY GCC COUNTRY,

2019–2023 (USD MILLION)

TABLE 97 MIDDLE EAST & AFRICA: IOT MIDDLEWARE MARKET, BY GCC COUNTRY,

2024–2029 (USD MILLION)

TABLE 98 KSA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE, 2019–2023 (USD MILLION)
TABLE 99 KSA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,2024–2029 (USD MILLION)
TABLE 100 KSA: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 101 KSA: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 102 LATIN AMERICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 103 LATIN AMERICA: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

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2024–2029 (USD MILLION)

TABLE 104 LATIN AMERICA: IOT MIDDLEWARE MARKET, BY VERTICAL,

2019–2023 (USD MILLION)

TABLE 105 LATIN AMERICA: IOT MIDDLEWARE MARKET, BY VERTICAL,

2024–2029 (USD MILLION)

TABLE 106 LATIN AMERICA: IOT MIDDLEWARE MARKET, BY COUNTRY,

2019–2023 (USD MILLION)

TABLE 107 LATIN AMERICA: IOT MIDDLEWARE MARKET, BY COUNTRY,

2024–2029 (USD MILLION)

TABLE 108 BRAZIL: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2019–2023 (USD MILLION)

TABLE 109 BRAZIL: IOT MIDDLEWARE MARKET, BY PLATFORM TYPE,

2024–2029 (USD MILLION)

TABLE 110 BRAZIL: IOT MIDDLEWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)
TABLE 111 BRAZIL: IOT MIDDLEWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)
TABLE 112 IOT MIDDLEWARE MARKET: DEGREE OF COMPETITION
TABLE 113 IOT MIDDLEWARE MARKET: VERTICAL FOOTPRINT
TABLE 114 IOT MIDDLEWARE MARKET: PLATFORM TYPE FOOTPRINT
TABLE 115 IOT MIDDLEWARE MARKET: REGION FOOTPRINT
TABLE 116 IOT MIDDLEWARE MARKET: DETAILED LIST OF KEY STARTUPS/SMES
TABLE 117 IOT MIDDLEWARE MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

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TABLE 118 IOT MIDDLEWARE MARKET: PRODUCT LAUNCHES, JANUARY 2023–JULY 2024
TABLE 119 IOT MIDDLEWARE MARKET: DEALS, JANUARY 2023–JULY 2024
TABLE 120 MICROSOFT: COMPANY OVERVIEW
TABLE 121 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 122 MICROSOFT: PRODUCT LAUNCHES
TABLE 123 MICROSOFT: DEALS
TABLE 124 IBM: COMPANY OVERVIEW
TABLE 125 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 126 IBM: DEALS
TABLE 127 CISCO: COMPANY OVERVIEW
TABLE 128 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 129 CISCO: PRODUCT LAUNCHES
TABLE 130 CISCO: DEALS
TABLE 131 AMAZON WEB SERVICES: COMPANY OVERVIEW
TABLE 132 AMAZON WEB SERVICES: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 133 AMAZON WEB SERVICES: DEALS
TABLE 134 PTC: COMPANY OVERVIEW
TABLE 135 PTC: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 136 PTC: DEALS
TABLE 137 SAP: COMPANY OVERVIEW
TABLE 138 SAP: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 139 SAP: DEALS
TABLE 140 HITACHI: COMPANY OVERVIEW
TABLE 141 HITACHI: DEALS
TABLE 142 ORACLE: COMPANY OVERVIEW
TABLE 143 ORACLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 144 ORACLE: DEALS
TABLE 145 GOOGLE: COMPANY OVERVIEW
TABLE 146 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 147 GOOGLE: DEALS
TABLE 148 BOSCH: COMPANY OVERVIEW
TABLE 149 BOSCH: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 150 BOSCH: DEALS
TABLE 151 IOT MARKET, BY COMPONENT, 2015–2020 (USD BILLION)
TABLE 152 IOT MARKET, BY COMPONENT, 2021–2026 (USD BILLION)
TABLE 153 IOT MARKET, BY ORGANIZATION SIZE, 2015–2020 (USD BILLION)
TABLE 154 IOT MARKET, BY ORGANIZATION SIZE, 2021–2026 (USD BILLION)

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TABLE 155 IOT MARKET, BY FOCUS AREA, 2015–2020 (USD BILLION)
TABLE 156 IOT MARKET, BY FOCUS AREA, 2021–2026 (USD BILLION)
TABLE 157 IOT MARKET, BY REGION, 2015–2020 (USD BILLION)
TABLE 158 IOT MARKET, BY REGION, 2021–2026 (USD BILLION)
TABLE 159 IOT IN MANUFACTURING MARKET, BY COMPONENT, 2016–2020 (USD MILLION)
TABLE 160 IOT IN MANUFACTURING MARKET, BY COMPONENT 2021–2026 (USD MILLION)
TABLE 161 IOT IN MANUFACTURING MARKET, BY SOLUTION, 2016–2020 (USD MILLION)
TABLE 162 IOT IN MANUFACTURING MARKET, BY SOLUTION, 2021–2026 (USD MILLION)
TABLE 163 IOT IN MANUFACTURING MARKET, BY SERVICE, 2016–2020 (USD MILLION)
TABLE 164 IOT IN MANUFACTURING MARKET, BY SERVICE, 2021–2026 (USD MILLION)
TABLE 165 IOT IN MANUFACTURING MARKET, BY DEPLOYMENT MODE,

2016–2020 (USD MILLION)

TABLE 166 IOT IN MANUFACTURING MARKET, BY DEPLOYMENT MODE,

2021–2026 (USD MILLION)

TABLE 167 IOT IN MANUFACTURING MARKET, BY ORGANIZATION SIZE,

2016–2020 (USD MILLION)

TABLE 168 IOT IN MANUFACTURING MARKET, BY ORGANIZATION SIZE,

2021–2026 (USD MILLION)

TABLE 169 IOT IN MANUFACTURING MARKET, BY APPLICATION, 2016–2020 (USD MILLION)
TABLE 170 IOT IN MANUFACTURING MARKET, BY APPLICATION, 2021–2026 (USD MILLION)
TABLE 171 IOT IN MANUFACTURING MARKET, BY VERTICAL, 2016–2020 (USD MILLION)
TABLE 172 IOT IN MANUFACTURING MARKET, BY VERTICAL, 2021–2026 (USD

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MILLION)
TABLE 173 IOT IN MANUFACTURING MARKET, BY REGION, 2016–2020 (USD MILLION)
TABLE 174 IOT IN MANUFACTURING MARKET, BY REGION, 2021–2026 (USD MILLION)

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