

# **Connected Device Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solution, Services), By Device Connectivity (Wireless Personal Area Networks, Wireless Local Area Networks, Low-Power Wide Area Networks, Cellular Or Machine To Machine, Wired), By Deployment Mode, By Application, By End User**

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## **Abstracts**

The Connected Device Analytics Market is valued at USD 35.9 billion in 2025 and is projected to grow at a CAGR of 20.9% to reach USD 198.7 billion by 2034. The connected device analytics market is experiencing robust growth as organizations increasingly rely on real-time data insights to optimize operations and improve customer experiences. Connected device analytics refers to the analysis of data generated by IoT devices, sensors, and other connected equipment. These analytics help companies monitor performance, predict maintenance needs, and uncover new opportunities for innovation. Industries such as manufacturing, healthcare, transportation, and retail are among the key adopters leveraging connected device analytics to enhance decision-making and streamline workflows. Advancements in machine learning and artificial intelligence (AI) have significantly enhanced the capabilities of connected device analytics platforms. Predictive and prescriptive analytics enable businesses to not only understand past performance but also anticipate future trends, reduce downtime, and increase operational efficiency. Furthermore, the growth of cloud computing and edge analytics has made it easier to collect, process, and analyze large volumes of data, even in real-time, leading to faster and more accurate insights. Regionally, North America and Europe dominate the market due to the early adoption of IoT technologies, well-established infrastructure, and a strong focus on digital transformation. Asia-Pacific, on the other hand, is emerging as a high-growth region driven by rapid

industrialization, smart city initiatives, and the increasing use of IoT devices. As the number of connected devices continues to rise, the demand for robust analytics solutions is expected to grow, further solidifying the connected device analytics market's positive trajectory.

### Key Insights Connected Device Analytics Market

Growing use of AI and machine learning algorithms to generate actionable insights from IoT data.

Increased adoption of edge analytics to process data closer to the source, improving speed and efficiency.

Expansion of analytics applications in new sectors, such as agriculture and energy management.

Integration of connected device analytics platforms with other enterprise systems for seamless data sharing.

Rising interest in real-time data streaming and continuous monitoring for instant insights.

Proliferation of IoT devices generating massive volumes of data requiring analysis.

Growing demand for predictive maintenance and performance optimization in industrial settings.

Increased focus on enhancing customer experience through data-driven insights.

Advancements in cloud computing and big data technologies making analytics more accessible.

Complexity in managing and analyzing large datasets from diverse connected devices.

Concerns around data privacy, security, and regulatory compliance.

High implementation costs and the need for skilled personnel to operate advanced analytics platforms.

## Connected Device Analytics Market Segmentation

### By Component

Solution

Services

### By Device Connectivity

Wireless Personal Area Networks

Wireless Local Area Networks

Low-Power Wide Area Networks

Cellular Or Machine To Machine

Wired

### By Deployment Mode

On-Premises

Cloud

### By Application

Security And Emergency Management

Sales And Customer Management

Remote Monitoring

Predictive Maintenance And Asset Management

Inventory Management

Energy Management

Building Automation

Other Applications

## By End User

Manufacturing

Transportation And Logistics

Energy And Utilities

Retail And E-commerce

Banking

Financial Services

And Insurance (BFSI)

Healthcare And Life Sciences

Government And Defense

Other End Users

## Key Companies Analysed

Google Inc.

Microsoft Corporation

Verizon Communications Inc.

Dell Technologies Inc.

Huawei Technologies Co. Ltd.

Hitachi Ltd.

Amazon Web Services Inc.

Siemens AG

General Electric Company

Intel Corporation

International Business Machines Corporation

Cisco Systems Inc.

Oracle Corporation

SAP SE

Hewlett Packard Enterprise Development LP

Ericsson AB

Salesforce Inc.

Nokia Corporation

Adobe Inc.

SAS Institute Inc.

Infor

Splunk Inc.

PTC Inc.

Teradata Corporation

Software AG

TIBCO Software Inc.

Cloudera Inc.

QlikTech International AB

Guavus Inc.

Arundo Analytics

## Connected Device Analytics Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Connected Device Analytics Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers &

acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Connected Device Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Connected Device Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Connected Device Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Connected Device Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Connected Device Analytics market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Connected Device Analytics value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Connected Device Analytics industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Connected Device Analytics Market Report

Global Connected Device Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Connected Device Analytics trade, costs, and supply chains

Connected Device Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Connected Device Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Connected Device Analytics market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Connected Device Analytics supply chain analysis

Connected Device Analytics trade analysis, Connected Device Analytics market price analysis, and Connected Device Analytics supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Connected Device Analytics market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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