

# Global Narrowband IoT Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

Narrowband Internet of Things (NB-IoT) refers to the Low Power Wide Area (LPWA) radio technology which enables the interconnection of numerous devices using internet on existing mobile networks. It ensures simple and efficient connectivity of devices and enables security and reliability of data. Furthermore, the power consumption is low, which is an added advantage for the NB-IoT market. NB-IoT devices promote automation of things at a very minimal cost, thereby encouraging growth across all regions.

Based on component, the market is divided into hardware, software, and services. Solution type is segmented into data analytics, security solutions, management and automation, IoT device test and support, asset tracking solutions, and logistics tracking solutions. Based on industry vertical, it is categorized into manufacturing, transport and logistics, healthcare, energy and utilities, retail and consumer goods, BFSI, and others. Based on smart application, the market is classified as smart metering, smart building, smart governance, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Increasing awareness of wireless technology and growing demand for LPWAN across various industries

Rising demand for low power-consuming applications such as smart meter, smart parking, and smart grid

**Restraints:**

Transformation interruption of IT systems and competition from rival LPWAN technologies

**MARKET PLAYERS:**

The key players in the global NB-IoT market include Huawei Technologies, Co., Ltd, Vodafone Ltd, Ericsson, CWPSLochbridge India Private Ltd, IBM Corporation, AT&T, Inc., Nokia Corporation, Deutsche Telekom AG, Intel Corporation, and Qualcomm Technologies, Inc.

**KEY TAKEAWAYS****MARKET LANDSCAPE**

## By Component

Hardware

Software

Services

## By Solution Type

Data Analytics

Security Solutions

Management and Automation

IoT Device Test and Support

Asset Tracking Solutions

## Logistics Tracking Solutions

### By Industry Vertical

Manufacturing

Transport and Logistics

Healthcare

Energy and Utilities

Retail and Consumer Goods

BFSI

Others

### By Smart Application

Smart Metering

Smart Buildings

Smart Governance

Others

### By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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