

# IoT Monetization - Global Market Outlook (2017-2023)

<https://marketpublishers.com/r/IDE07750994EN.html>

Date: November 2017

Pages: 178

Price: US\$ 4,150.00 (Single User License)

ID: IDE07750994EN

## Abstracts

According to Statistics MRC, the Global IoT Monetization Market is accounted for \$35.41 billion in 2016 and expected to grow at a CAGR of 53.1% to reach \$699.9 billion by 2023. Various factors contributing to the expansion of the market growth are increased use of smartphones and other connected devices, adoption of the cloud technology, emergence of home automation products, rising demand for surface transportation systems and connected IoT sensors and wearable devices. However, poor internet connectivity in the underdeveloped and developing economies and lack of power-efficient devices are hampering the market growth. Moreover, proliferation of smart city and smart lighting projects, government funding for R&D in IoT, IoT in aerospace & defense sector are expected to provide lucrative growth opportunities for the market.

Based on Application, Energy/Utilities are responsible for managing the infrastructure that provides vital services to communities, including electricity, gas and water. Utility companies provide solutions for control of power grid communications between different devices, and remote reading of commercial, industrial and residential customers. They are used for applications such as grid monitoring and control, metering, asset management and tracking, and field force communication. For example, Stockholm Royal Seaport, in Sweden implemented smart home services by providing unified smart grid communication system, via the public 4G network and revenue protection due to fraud detection.

North America accounted for a large share in the overall market as, the U.S. is a key contributor to the IoT monetization market also there are several IoT companies in this region. Asia Pacific is expected to have highest CAGR during the forecast period due to increasing use of IoT in industrial and automotive & transportation applications.

Some of the key players in Global IoT Monetization market are International Business

Machine Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Amdocs Ltd., PTC, Inc., Intel Corp., Cisco Systems Inc., Google Inc, Robert Bosch GmbH, General Electric Corporation and Facebook Inc.

#### Applications Covered:

Retail

Industrial

Automotive and Transportation

Agriculture

Energy/Utilities

Healthcare

Consumer Electronics

Other Applications

#### Deployments Covered:

On-Premise

On-Cloud

#### Regions Covered:

North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 Emerging Markets
- 3.8 Futuristic Market Scenario

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL IOT MONETIZATION MARKET, BY APPLICATION**

- 5.1 Introduction
- 5.2 Retail
- 5.3 Industrial
- 5.4 Automotive and Transportation
- 5.5 Agriculture
- 5.6 Energy/Utilities
- 5.7 Healthcare
- 5.8 Consumer Electronics
- 5.9 Other Applications

## **6 GLOBAL IOT MONETIZATION MARKET, BY DEPLOYMENT**

- 6.1 Introduction
- 6.2 On-Premise
- 6.3 On-Cloud

## **7 GLOBAL IOT MONETIZATION MARKET, BY GEOGRAPHY**

- 7.1 Introduction
- 7.2 North America
  - 7.2.1 US
  - 7.2.2 Canada
  - 7.2.3 Mexico
- 7.3 Europe
  - 7.3.1 Germany
  - 7.3.2 UK
  - 7.3.3 Italy
  - 7.3.4 France
  - 7.3.5 Spain
  - 7.3.6 Rest of Europe
- 7.4 Asia Pacific
  - 7.4.1 Japan
  - 7.4.2 China
  - 7.4.3 India
  - 7.4.4 Australia
  - 7.4.5 New Zealand
  - 7.4.6 South Korea
  - 7.4.7 Rest of Asia Pacific

## 7.5 South America

7.5.1 Argentina

7.5.2 Brazil

7.5.3 Chile

7.5.4 Rest of South America

## 7.6 Middle East & Africa

7.6.1 Saudi Arabia

7.6.2 UAE

7.6.3 Qatar

7.6.4 South Africa

7.6.5 Rest of Middle East & Africa

## **8 KEY DEVELOPMENTS**

8.1 Agreements, Partnerships, Collaborations and Joint Ventures

8.2 Acquisitions & Mergers

8.3 New Product Launch

8.4 Expansions

8.5 Other Key Strategies

## **9 COMPANY PROFILING**

9.1 International Business Machine Corporation

9.2 Microsoft Corporation

9.3 Oracle Corporation

9.4 SAP SE

9.5 Amdocs Ltd.

9.6 PTC, Inc.

9.7 Intel Corp.

9.8 Cisco Systems Inc.

9.9 Google Inc

9.10 Robert Bosch GmbH

9.11 General Electric Corporation

9.12 Facebook Inc

## List Of Tables

### LIST OF TABLES

Table 1 Global IoT Monetization Market Outlook, By Region (2014-2023) (\$MN)

Table 2 Global IoT Monetization Market Outlook, By Application (2014-2023) (\$MN)

Table 3 Global IoT Monetization Market Outlook, By Retail (2014-2023) (\$MN)

Table 4 Global IoT Monetization Market Outlook, By Industrial (2014-2023) (\$MN)

Table 5 Global IoT Monetization Market Outlook, By Automotive and Transportation (2014-2023) (\$MN)

Table 6 Global IoT Monetization Market Outlook, By Agriculture (2014-2023) (\$MN)

Table 7 Global IoT Monetization Market Outlook, By Energy/Utilities (2014-2023) (\$MN)

Table 8 Global IoT Monetization Market Outlook, By Healthcare (2014-2023) (\$MN)

Table 9 Global IoT Monetization Market Outlook, By Consumer Electronics (2014-2023) (\$MN)

Table 10 Global IoT Monetization Market Outlook, By Other Applications (2014-2023) (\$MN)

Table 11 Global IoT Monetization Market Outlook, By Deployment (2014-2023) (\$MN)

Table 12 Global IoT Monetization Market Outlook, By On-Premise (2014-2023) (\$MN)

Table 13 Global IoT Monetization Market Outlook, By On-Cloud (2014-2023) (\$MN)

Table 14 North America IoT Monetization Market Outlook, By Country (2014-2023) (\$MN)

Table 15 North America IoT Monetization Market Outlook, By Application (2014-2023) (\$MN)

Table 16 North America IoT Monetization Market Outlook, By Retail (2014-2023) (\$MN)

Table 17 North America IoT Monetization Market Outlook, By Industrial (2014-2023) (\$MN)

Table 18 North America IoT Monetization Market Outlook, By Automotive and Transportation (2014-2023) (\$MN)

Table 19 North America IoT Monetization Market Outlook, By Agriculture (2014-2023) (\$MN)

Table 20 North America IoT Monetization Market Outlook, By Energy/Utilities (2014-2023) (\$MN)

Table 21 North America IoT Monetization Market Outlook, By Healthcare (2014-2023) (\$MN)

Table 22 North America IoT Monetization Market Outlook, By Consumer Electronics (2014-2023) (\$MN)

Table 23 North America IoT Monetization Market Outlook, By Other Applications (2014-2023) (\$MN)



Table 24 North America IoT Monetization Market Outlook, By Deployment (2014-2023) (\$MN)

Table 25 North America IoT Monetization Market Outlook, By On-Premise (2014-2023) (\$MN)

Table 26 North America IoT Monetization Market Outlook, By On-Cloud (2014-2023) (\$MN)

Table 27 Europe IoT Monetization Market Outlook, By Country (2014-2023) (\$MN)

Table 28 Europe IoT Monetization Market Outlook, By Application (2014-2023) (\$MN)

Table 29 Europe IoT Monetization Market Outlook, By Retail (2014-2023) (\$MN)

Table 30 Europe IoT Monetization Market Outlook, By Industrial (2014-2023) (\$MN)

Table 31 Europe IoT Monetization Market Outlook, By Automotive and Transportation (2014-2023) (\$MN)

Table 32 Europe IoT Monetization Market Outlook, By Agriculture (2014-2023) (\$MN)

Table 33 Europe IoT Monetization Market Outlook, By Energy/Utilities (2014-2023) (\$MN)

Table 34 Europe IoT Monetization Market Outlook, By Healthcare (2014-2023) (\$MN)

Table 35 Europe IoT Monetization Market Outlook, By Consumer Electronics (2014-2023) (\$MN)

Table 36 Europe IoT Monetization Market Outlook, By Other Applications (2014-2023) (\$MN)

Table 37 Europe IoT Monetization Market Outlook, By Deployment (2014-2023) (\$MN)

Table 38 Europe IoT Monetization Market Outlook, By On-Premise (2014-2023) (\$MN)

Table 39 Europe IoT Monetization Market Outlook, By On-Cloud (2014-2023) (\$MN)

Table 40 Asia Pacific IoT Monetization Market Outlook, By Country (2014-2023) (\$MN)

Table 41 Asia Pacific IoT Monetization Market Outlook, By Application (2014-2023) (\$MN)

Table 42 Asia Pacific IoT Monetization Market Outlook, By Retail (2014-2023) (\$MN)

Table 43 Asia Pacific IoT Monetization Market Outlook, By Industrial (2014-2023) (\$MN)

Table 44 Asia Pacific IoT Monetization Market Outlook, By Automotive and Transportation (2014-2023) (\$MN)

Table 45 Asia Pacific IoT Monetization Market Outlook, By Agriculture (2014-2023) (\$MN)

Table 46 Asia Pacific IoT Monetization Market Outlook, By Energy/Utilities (2014-2023) (\$MN)

Table 47 Asia Pacific IoT Monetization Market Outlook, By Healthcare (2014-2023) (\$MN)

Table 48 Asia Pacific IoT Monetization Market Outlook, By Consumer Electronics (2014-2023) (\$MN)

Table 49 Asia Pacific IoT Monetization Market Outlook, By Other Applications

(2014-2023) (\$MN)

Table 50 Asia Pacific IoT Monetization Market Outlook, By Deployment (2014-2023) (\$MN)

Table 51 Asia Pacific IoT Monetization Market Outlook, By On-Premise (2014-2023) (\$MN)

Table 52 Asia Pacific IoT Monetization Market Outlook, By On-Cloud (2014-2023) (\$MN)

Table 53 South America IoT Monetization Market Outlook, By Country (2014-2023) (\$MN)

Table 54 South America IoT Monetization Market Outlook, By Application (2014-2023) (\$MN)

Table 55 South America IoT Monetization Market Outlook, By Retail (2014-2023) (\$MN)

Table 56 South America IoT Monetization Market Outlook, By Industrial (2014-2023) (\$MN)

Table 57 South America IoT Monetization Market Outlook, By Automotive and Transportation (2014-2023) (\$MN)

Table 58 South America IoT Monetization Market Outlook, By Agriculture (2014-2023) (\$MN)

Table 59 South America IoT Monetization Market Outlook, By Energy/Utilities (2014-2023) (\$MN)

Table 60 South America IoT Monetization Market Outlook, By Healthcare (2014-2023) (\$MN)

Table 61 South America IoT Monetization Market Outlook, By Consumer Electronics (2014-2023) (\$MN)

Table 62 South America IoT Monetization Market Outlook, By Other Applications (2014-2023) (\$MN)

Table 63 South America IoT Monetization Market Outlook, By Deployment (2014-2023) (\$MN)

Table 64 South America IoT Monetization Market Outlook, By On-Premise (2014-2023) (\$MN)

Table 65 South America IoT Monetization Market Outlook, By On-Cloud (2014-2023) (\$MN)

Table 66 Middle East & Africa IoT Monetization Market Outlook, By Country (2014-2023) (\$MN)

Table 67 Middle East & Africa IoT Monetization Market Outlook, By Application (2014-2023) (\$MN)

Table 68 Middle East & Africa IoT Monetization Market Outlook, By Retail (2014-2023) (\$MN)

Table 69 Middle East & Africa IoT Monetization Market Outlook, By Industrial

(2014-2023) (\$MN)

Table 70 Middle East & Africa IoT Monetization Market Outlook, By Automotive and Transportation (2014-2023) (\$MN)

Table 71 Middle East & Africa IoT Monetization Market Outlook, By Agriculture (2014-2023) (\$MN)

Table 72 Middle East & Africa IoT Monetization Market Outlook, By Energy/Utilities (2014-2023) (\$MN)

Table 73 Middle East & Africa IoT Monetization Market Outlook, By Healthcare (2014-2023) (\$MN)

Table 74 Middle East & Africa IoT Monetization Market Outlook, By Consumer Electronics (2014-2023) (\$MN)

Table 75 Middle East & Africa IoT Monetization Market Outlook, By Other Applications (2014-2023) (\$MN)

Table 76 Middle East & Africa IoT Monetization Market Outlook, By Deployment (2014-2023) (\$MN)

Table 77 Middle East & Africa IoT Monetization Market Outlook, By On-Premise (2014-2023) (\$MN)

Table 78 Middle East & Africa IoT Monetization Market Outlook, By On-Cloud (2014-2023) (\$MN)

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