

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

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