

# **Internet of Behaviors Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Application (Advertising Campaign, Digital Marketing, Content Delivery, Brand Promotion, Others), By Enterprise Size (Small & Medium Enterprises (SMEs), Large Enterprises), By Industry (BFSI, Telecom and IT, Media and Entertainment, Tourism & Travel, Retail and e-Commerce, Healthcare, Manufacturing, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Internet of Behaviors Market is projected to expand significantly, rising from USD 474.89 Billion in 2025 to USD 1622.92 Billion by 2031, reflecting a CAGR of 22.73%. Defined as an ecosystem that captures, analyzes, and interprets digital data from connected devices to predict or influence human actions, the IoB sector combines the Internet of Things with behavioral psychology to transform user interactions into actionable business insights. Growth in this market is largely fueled by increasing corporate needs for hyper-personalized consumer experiences and the widespread availability of high-speed connectivity that enables real-time data gathering. As evidence of the massive scale of data available for behavioral processing, the International Telecommunication Union (ITU) reported that global mobile broadband traffic hit 1.3 zettabytes in 2024.

Nevertheless, the market encounters substantial challenges regarding data privacy and ethical governance. The detailed tracking necessary for effective IoB solutions often

clashes with strict regulatory standards and shifting consumer expectations regarding privacy. This conflict results in a compliance bottleneck, where the substantial threat of regulatory fines and the possible loss of public confidence could markedly slow down the broad adoption of behavioral analytics technologies, particularly within sensitive sectors.

## **Market Driver**

The widespread adoption of the Internet of Things (IoT) and connected wearable devices acts as the main physical driver for the Global Internet of Behaviors Market. Functioning as continuous nodes for data collection, these interconnected systems capture detailed biometric, spatial, and interaction metrics that form the basis of behavioral analysis. By integrating sensors into daily environments, companies can shift from static demographic profiling to utilizing dynamic, real-time insights, a transition made possible by a hardware layer that converts physical actions into digital signals. The sheer scale of this tracking ecosystem is highlighted by CTIA's September 2024 'Annual Wireless Industry Survey', which notes that the total number of connected devices in the United States rose to 558 million in 2023.

Concurrently, the rising need for hyper-personalized customer experiences is speeding up market adoption, as modern consumers anticipate interactions tailored to their specific preferences and contexts. This expectation forces enterprises to analyze behavioral data to anticipate future needs, thereby driving investment in IoB analytics engines as generic marketing becomes less effective. Twilio's April 2024 'State of Customer Engagement Report' reveals that brands effectively using data for personalized engagement see a 55% boost in customer lifetime value. However, securing this sensitive information is crucial; according to Cisco in 2024, 94% of organizations stated that customers would cease purchasing if their data were not adequately protected, underscoring the vital balance between tracking behavior and maintaining trust.

## **Market Challenge**

Issues surrounding data privacy and ethical governance serve as major restraints on the expansion of the Global Internet of Behaviors Market. Because this sector depends on capturing and analyzing detailed user actions, it often clashes with increasingly strict regulations aimed at safeguarding personal information. Consequently, enterprises must navigate a complicated web of compliance obligations, frequently diverting resources from innovation to legal adherence and creating operational bottlenecks. The

high threat of regulatory fines drives many organizations toward risk-averse approaches, which delays the rollout of advanced behavioral analytics and restricts market growth in sensitive sectors.

Additionally, the decline in trust poses a significant barrier to the scalability of IoB solutions, as adoption rates suffer when organizations fail to reassure stakeholders about their data handling practices. This challenge is evident in recent industry data concerning organizational readiness; for instance, ISACA reported in 2024 that only 53% of digital trust professionals felt confident in their organization's digital trustworthiness. This figure highlights a widespread capability gap that hinders companies from aggressively advancing IoB initiatives, as a lack of internal assurance directly impedes the broad implementation of these technologies.

## **Market Trends**

The merging of the Internet of Behaviors with the Internet of Medical Things (IoMT) is transitioning healthcare from reactive treatments to proactive health management. By combining behavioral insights with connected medical devices, providers can implement real-time interventions that promote lifestyle changes and medication adherence, thereby diversifying remote care to manage complex conditions outside hospital environments. According to the June 2024 'Future Health Index 2024' report by Philips, healthcare leaders intend to broaden remote patient monitoring into areas such as telestroke care (40%), maternal and fetal health (36%), and postoperative monitoring (35%) in the coming three years, signaling a strategic shift toward utilizing behavioral feedback to enhance clinical outcomes for various patient groups.

At the same time, the financial sector is broadening Usage-Based Insurance (UBI) models, which revolutionize risk assessment via behavioral tracking. Insurers are increasingly using telematics to monitor driving habits like acceleration and braking in real time to calculate personalized premiums, evolving these programs into active safety tools that offer immediate feedback to correct unsafe actions. The effectiveness of this approach is boosting market acceptance; Allstate reported in April 2024 that users of its Drivewise application saw a 25% decrease in severe collisions compared to non-users. Such success motivates insurers to invest further in IoB analytics, aiming to reduce claims costs while simultaneously improving customer retention.

## **Key Market Players**

Aware, Inc.

Alteryx, Inc.

Open Text Corporation

NICE Systems Ltd.

Mastercard Incorporated

Riverbed Technology, LLC

Thermo Fisher Scientific Inc.

CognitiveScale Inc.

Capillary Technologies

Sweet Analytics Limited

## **Report Scope**

In this report, the Global Internet of Behaviors Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Internet of Behaviors Market, By Application

Advertising Campaign

Digital Marketing

Content Delivery

Brand Promotion

Others

### Internet of Behaviors Market, By Enterprise Size

Small & Medium Enterprises (SMEs)

Large Enterprises

Internet of Behaviors Market, By Industry

BFSI

Telecom and IT

Media and Entertainment

Tourism & Travel

Retail and e-Commerce

Healthcare

Manufacturing

Others

Internet of Behaviors Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Internet of Behaviors Market.

**Available Customizations:**

Global Internet of Behaviors Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL INTERNET OF BEHAVIORS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Application (Advertising Campaign, Digital Marketing, Content Delivery, Brand Promotion, Others)
  - 5.2.2. By Enterprise Size (Small & Medium Enterprises (SMEs), Large Enterprises)
  - 5.2.3. By Industry (BFSI, Telecom and IT, Media and Entertainment, Tourism & Travel,

Retail and e-Commerce, Healthcare, Manufacturing, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

## **6. NORTH AMERICA INTERNET OF BEHAVIORS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application

6.2.2. By Enterprise Size

6.2.3. By Industry

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Internet of Behaviors Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Application

6.3.1.2.2. By Enterprise Size

6.3.1.2.3. By Industry

6.3.2. Canada Internet of Behaviors Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Application

6.3.2.2.2. By Enterprise Size

6.3.2.2.3. By Industry

6.3.3. Mexico Internet of Behaviors Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Application

6.3.3.2.2. By Enterprise Size

6.3.3.2.3. By Industry

## **7. EUROPE INTERNET OF BEHAVIORS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Application
  - 7.2.2. By Enterprise Size
  - 7.2.3. By Industry
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Internet of Behaviors Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Application
      - 7.3.1.2.2. By Enterprise Size
      - 7.3.1.2.3. By Industry
  - 7.3.2. France Internet of Behaviors Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Application
      - 7.3.2.2.2. By Enterprise Size
      - 7.3.2.2.3. By Industry
  - 7.3.3. United Kingdom Internet of Behaviors Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Application
      - 7.3.3.2.2. By Enterprise Size
      - 7.3.3.2.3. By Industry
  - 7.3.4. Italy Internet of Behaviors Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Application
      - 7.3.4.2.2. By Enterprise Size
      - 7.3.4.2.3. By Industry
  - 7.3.5. Spain Internet of Behaviors Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value

- 7.3.5.2. Market Share & Forecast
  - 7.3.5.2.1. By Application
  - 7.3.5.2.2. By Enterprise Size
  - 7.3.5.2.3. By Industry

## **8. ASIA PACIFIC INTERNET OF BEHAVIORS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Application
  - 8.2.2. By Enterprise Size
  - 8.2.3. By Industry
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Internet of Behaviors Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Application
      - 8.3.1.2.2. By Enterprise Size
      - 8.3.1.2.3. By Industry
  - 8.3.2. India Internet of Behaviors Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Application
      - 8.3.2.2.2. By Enterprise Size
      - 8.3.2.2.3. By Industry
  - 8.3.3. Japan Internet of Behaviors Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Application
      - 8.3.3.2.2. By Enterprise Size
      - 8.3.3.2.3. By Industry
  - 8.3.4. South Korea Internet of Behaviors Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value

- 8.3.4.2. Market Share & Forecast
  - 8.3.4.2.1. By Application
  - 8.3.4.2.2. By Enterprise Size
  - 8.3.4.2.3. By Industry
- 8.3.5. Australia Internet of Behaviors Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Application
    - 8.3.5.2.2. By Enterprise Size
    - 8.3.5.2.3. By Industry

## **9. MIDDLE EAST & AFRICA INTERNET OF BEHAVIORS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Application
  - 9.2.2. By Enterprise Size
  - 9.2.3. By Industry
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Internet of Behaviors Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Application
      - 9.3.1.2.2. By Enterprise Size
      - 9.3.1.2.3. By Industry
  - 9.3.2. UAE Internet of Behaviors Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Application
      - 9.3.2.2.2. By Enterprise Size
      - 9.3.2.2.3. By Industry
  - 9.3.3. South Africa Internet of Behaviors Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value

### 9.3.3.2. Market Share & Forecast

#### 9.3.3.2.1. By Application

#### 9.3.3.2.2. By Enterprise Size

#### 9.3.3.2.3. By Industry

## 10. SOUTH AMERICA INTERNET OF BEHAVIORS MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Application

#### 10.2.2. By Enterprise Size

#### 10.2.3. By Industry

#### 10.2.4. By Country

### 10.3. South America: Country Analysis

#### 10.3.1. Brazil Internet of Behaviors Market Outlook

##### 10.3.1.1. Market Size & Forecast

###### 10.3.1.1.1. By Value

##### 10.3.1.2. Market Share & Forecast

###### 10.3.1.2.1. By Application

###### 10.3.1.2.2. By Enterprise Size

###### 10.3.1.2.3. By Industry

#### 10.3.2. Colombia Internet of Behaviors Market Outlook

##### 10.3.2.1. Market Size & Forecast

###### 10.3.2.1.1. By Value

##### 10.3.2.2. Market Share & Forecast

###### 10.3.2.2.1. By Application

###### 10.3.2.2.2. By Enterprise Size

###### 10.3.2.2.3. By Industry

#### 10.3.3. Argentina Internet of Behaviors Market Outlook

##### 10.3.3.1. Market Size & Forecast

###### 10.3.3.1.1. By Value

##### 10.3.3.2. Market Share & Forecast

###### 10.3.3.2.1. By Application

###### 10.3.3.2.2. By Enterprise Size

###### 10.3.3.2.3. By Industry

## 11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL INTERNET OF BEHAVIORS MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Aware, Inc.
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. Alteryx, Inc.
- 15.3. Open Text Corporation
- 15.4. NICE Systems Ltd.
- 15.5. Mastercard Incorporated
- 15.6. Riverbed Technology, LLC
- 15.7. Thermo Fisher Scientific Inc.
- 15.8. CognitiveScale Inc.
- 15.9. Capillary Technologies
- 15.10. Sweet Analytics Limited

## **16. STRATEGIC RECOMMENDATIONS**

## 17. ABOUT US & DISCLAIMER

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