Australia Internet of Things (IoT) Market By Platform (Network Management, Application Management & Others), By Component (Hardware, Services & Software), By Application (Consumer Electronics, Building & Home Automation, etc.), Competition, Forecast & Opportunities, 2024

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Abstracts

Australia Internet of Things (IoT) market stood at $ 7.9 billion in 2018 and is projected to grow at a CAGR of 21% to cross $ 25 billion by 2024 on account of rising demand for smart devices, growing government initiatives and rise in demand for analytics. Moreover, increasing penetration of IoT in various applications like consumer electronics, building & home automation, connected logistics etc., is further pushing its demand in the country. Additionally, surge in cloud platform adoption, advent of advanced data analytics and development of wireless networking technologies is likely to propel Australia Internet of Things (IoT) market during forecast period.

Australia Internet of Things (IoT) market can be broadly segmented into platform, component, application and region. In terms of platform, the market can be categorized into device management, application management and network management. Of all, device management is expected to grow at the highest CAGR during forecast period on account of increasing emphasis on improving the operational efficiency and managing connected devices. Based on components, the market can be segmented into hardware, software and services. Internet of Things (IoT) market of Australia caters to various applications such as connected logistics, smart retail, smart mobility & transportation, building & home automation and others. Smart mobility & transportation is anticipated to witness fastest growth in Australia internet of things (IoT) market due to the high demand for making the transportation efficient & cost-effective, by using

communications and digital technologies.

The market of internet of things (IoT) in Australia is gaining traction and is expanding to various regions such as Australia Capital Territory & New South Wales, Victoria & Tasmania, Western Australia, Queensland, & Northern Territory & Southern Australia. Western Australia is expected to witness growth during forecast period owing to rising penetration of the technology.

Major companies operating in Australia IoT market recorded high sale volumes in the 2018 financial year and the trend is likely to continue during forecast period as well. List of major players operating in Australia Internet of Things (IoT) market include Intel Australia Pty Ltd., GE Australia Pty Ltd., IBM Australia Limited, Amazon Web Services Australia Pty Ltd., Microsoft Pty Limited, etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments. For instance, Telstra entered into a smart city partnership with Tasmanian state government.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of Australia Internet of Things (IoT) market.

To classify and forecast Australia Internet of Things (IoT) market based on platform, application, component and regional distribution.

To identify drivers and challenges for Australia Internet of Things (IoT) market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia Internet of Things (IoT) market.

To identify and analyze the profile of leading players involved in Australia Internet of Things (IoT) market.

Some of the leading players in Australia Internet of Things (IoT) market are: Intel Australia Pty Ltd., GE Australia Pty Ltd., IBM Australia Limited, Amazon Web Services Australia Pty Ltd., Microsoft Pty Limited, Oracle Corporation Australia Pty Limited, Google Australia Pty Limited, Robert Bosch Australia Pty Ltd, Cisco Systems Australia Pty Ltd, SAP Australia Pty Ltd, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels and presence of all major service providers across the globe.

TechSci Research calculated the market size of Australia Internet of Things (IoT) market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

IoT software, services & hardware providers

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to IoT market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers and partners, end users, etc., besides allowing them to strategize investments and capitalize on market opportunities.

Report Scope:

In this report, Australia Internet of Things (IoT) market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Platform:

Network Management

Application Management

Device Management

Market, By Component:

Hardware

Services

Software

Market, By Application:

Consumer Electronics

Building & Home Automation

Connected Logistics

Smart Mobility & Transportation

Smart Retail

Others

Market, By Region:

Australia Capital Territory & New South Wales

Victoria & Tasmania

Queensland

Western Australia

Northern Territory & Southern Australia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia Internet of Things (IoT) market.

Available Customizations:

With the given market data, TechSci Research offers customizations according the 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).

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