

# **Australia Internet of Things Market Segmented, By Platform (Network Management, Application Management, Device Management), By Component (Software, Hardware, Service), By Application (Consumer Electronics, Smart Mobility & Transportation, Building & Home Automation, Connected Logistics, Smart Retail, Others), By Region, Competition, Opportunity, and Forecast, 2018-2028F**

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## **Abstracts**

The Australia Internet of Things Market is being driven by rising demand for smart devices, expanding government initiatives, and increased demand for analytics. Furthermore, the increasing penetration of IoT in various applications such as consumer electronics, building and home automation, connected logistics, etc. is driving its demand in the country. Furthermore, an increase in cloud platform adoption, the introduction of advanced data analytics, and the advancement of wireless networking technologies are expected to propel the Australia Internet of Things (IoT) market during the forecast period.

The Internet of Things, or IoT, refers to billions of mobile devices worldwide that are connected to the Internet and collect and share data. The complexity of these devices ranges from simple household items to sophisticated industrial equipment. The Internet of Things (IoT) is a vast network of objects in which everyone collects and shares data on how they interact with the world around them. By connecting all these different devices and adding sensors to them, devices gain digital intelligence that allows them to transmit real-time data without the need for human intervention. Integration of various

machines, devices, and electronic devices linked to the Internet via various networks are propelling the demand for IoT services across the country.

The top service providers are offering enhanced services with technological advancements attributed to the Internet of Things (IoT) solutions for running and managing the applications on the system. The companies working in the market are focusing on in-house services, higher security data storage, and sources enlargement to increase their market shares. Technologically advanced organizations are matching workloads to the best working-environment based on a range of criteria: cost, performance, compliance, skill sets, industry-specific needs, etc. Other competitive strategies include mergers & acquisitions and developing new innovative services.

#### Growing Acceptance of Industry 4.0 is Fueling the Market Growth

Owing to the evolution of digital technology, the manufacturing industry is witnessing a change. Use of internet of things in manufacturing industries helps to minimize operational cost, improves productivity, enhances worker safety, etc. which is anticipated to propel the demand of Internet of Things market across Australia.

#### Rising Adoption of Wearable Technology Applications is Driving the Market Growth

Wearable technology involves the use of sensor-based devices which provide the capability to collect various types of data. The data includes information regarding location, temperature, etc., as well as the latest type of biometric information such as pulse rate, footsteps, etc. The increasing use of wearable technology is a key factor anticipated to aid the demand of Internet of Things services across Australia.

#### Rising Demand from Healthcare Sector is Driving the Market Growth

IoT based technologies have proved to be one of the most important applications for the healthcare sector. Devices such as sensors, medical equipment, health monitors, and other medical devices are set to become a part of IoT, owing to which IoT adoption in the healthcare sector is expected to grow at a robust pace in the forecast period. Additionally, virtual assistants and mobile health applications have proved to be very helpful to monitor patient health at home, which is expected to boost the demand of Internet of Things market across the country.

#### Growing Need for Intelligent Transportation Systems is Driving the Market Growth

Intelligent transportation systems are a hybrid application of IoT technologies for various modes of transportation such as roads, railways, etc., for ensuring smooth and safe travel. Increasing vehicle fleet size across the country is leading to growing traffic congestion on roads and rising number of accidents. Therefore, deployment of Internet of Things is expected to make transportation much safer, smoother, and lawful, which is anticipated to propel the market.

### Growing Adoption of Bring Your Own Device (BYOD) is Steering the Market Growth

The concept of Bring your Own Device (BYOD) is gaining popularity across the country, as it provides flexibility and mobility to both the employee as well as the employer. By avoiding the constraints related to workstations. BYOD includes devices such as tablets, phablets, smartphones, laptops, etc. Rising adoption of advanced technology, coupled with increasing purchasing power are driving the market for BYOD. Devices under BYOD concept use different types of sensors such as image sensors, touch sensors, motion sensors, etc., which generate a large amount of useful data. To handle and analyze such a large volume of data, the need for internet of things services for analytics, security, etc., is projected to increase during the forecast year.

### Market Segmentation

Based on Platform, the market is segmented into network management, application management, and device management. Based on component, the market is divided into software, hardware, and service. Based on software, the market is further fragmented into real time streaming analytics security, data management, remote monitoring, network bandwidth management, and others. Based on hardware, the market is further segmented into device and gateways. Based on service, the market is further divided into professional and managed. Based on application, the market is fragmented into consumer electronics, smart mobility & transportation, building & home automation, connected logistics, smart retail, and others.

### Company Profiles

Intel Australia Pty Ltd., GE Australia Pty Ltd., IBM Australia Limited, Amazon Web Services Australia Pty Ltd., Robert Bosch Australia Pty Ltd, Cisco Systems Australia Pty Ltd, SAP Australia Pty Ltd, Microsoft Pty Limited, Oracle Corporation Australia Pty Limited, Google Australia Pty Limited, etc. are among the major market players in the country platform that lead the market growth of the Australia Internet of Things market.

## Report Scope:

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

### Australia Internet of Things Market, By Platform

Network Management

Application Management

Device Management

### Australia Internet of Things Market, By Component

Software

Hardware

Service

### Australia Internet of Things Market, By Application

Consumer Electronics

Smart Mobility & Transportation

Building & Home Automation

Connected Logistics

Smart Retail

Others

### Australia Internet of Things Market, By Region:

Australia Capital Territory & New South Wales

Victoria & Tasmania

Queensland

Northern Territory & Southern Australia

Western Australia

### Competitive Landscape

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

### Available Customizations:

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).

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