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Egypt Internet of Things Market By Component (Software, Hardware & Service), By Type (B2B, B2G, B2C), By Connectivity (LPWAN, Radio frequency Identification (RFID), Near Field Communication, Zigbee, Others), By End Use (Manufacturing, IT & Telecom, Automotive &Transportation, Consumer Electronics, Healthcare, Environmental Monitoring, & Others), By Region, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

Market Overview

Egypt Internet of Things Market was valued at USD 500.15 Million in 2024 and is expected to reach USD 1,583.03 Million by 2030 with a CAGR of 20.99% during the forecast period.

The Egypt Internet of Things (IoT) market is undergoing rapid transformation, driven by increasing digitalization across industries, a growing tech-savvy population, and strong government support for smart infrastructure and digital economy initiatives This growth is primarily attributed to rising investments in smart cities, industrial automation, smart utilities, and the integration of IoT technologies into healthcare, transportation, and logistics systems. Egypt's Vision 2030 and the "Digital Egypt" initiative are major catalysts, encouraging the adoption of connected technologies across both public and private sectors. These programs focus on modernizing infrastructure, enhancing government services, and supporting innovation through partnerships with leading technology companies.

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Segment-wise, the IoT services component is witnessing the fastest growth, reflecting the rising demand for deployment, integration, and management of IoT platforms. Among connectivity technologies, RFID and LPWAN are gaining traction, particularly in manufacturing, logistics, and smart city applications. In terms of end-use, the industrial sector dominates the market, accounting for the largest revenue share, followed by smart home, healthcare, and transportation sectors. Consumer IoT is also rapidly expanding, fueled by increased penetration of smart devices, mobile applications, and wearable technologies. The B2C segment, in particular, is benefiting from rising awareness and affordability of smart home solutions such as connected lighting, security systems, and smart appliances.

The competitive landscape is composed of global players like Siemens, Cisco, IBM, Microsoft, and Huawei, as well as local firms such as Giza Systems, CardoO, and IOTBlue. Telecom operators like Telecom Egypt and Orange Egypt are playing a pivotal role by offering connectivity and managed services to support IoT deployments. Cairo and Alexandria serve as key hubs for IoT adoption due to their industrial base, technology parks, and institutional support. Despite the promising outlook, challenges such as data privacy concerns, infrastructure limitations in rural regions, and the high cost of advanced IoT systems remain. However, ongoing infrastructure development, coupled with rising investment from both government and private entities, is expected to address these issues and further stimulate growth. Overall, the Egypt IoT market presents significant opportunities for technology providers, integrators, and service enablers aiming to capitalize on the country’s digital transformation journey.

Key Market Drivers

Expansion of Digital Infrastructure

Egypt’s aggressive investment in digital infrastructure is significantly advancing IoT adoption across the country. The number of cellular towers increased from around 7,000 in 2019 to nearly 35,000 by 2024, with ongoing plans to reach 50,000. The number of mobile subscriptions rose from 39 million in 2019 to over 106 million by the end of 2023. Fixed internet speeds have also improved dramatically, growing from an average of 6.5 Mbps in 2019 to more than 75 Mbps in 2024. Over 26 billion EGP has been allocated for replacing legacy copper cabling with fiber-optic lines since 2016. In addition, around 33,000 government buildings were connected via a national digital network, with investments exceeding 25 billion EGP. These infrastructure enhancements enable high-volume data transfer, real-time analytics, and device

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connectivity—cornerstones of IoT operations in sectors such as utilities, logistics, and public services.

Key Market Challenges

Inadequate Nationwide Connectivity Coverage

Despite strong strides in urban internet infrastructure, Egypt faces significant disparities in digital connectivity between urban centers and rural or remote areas. While cities like Cairo, Alexandria, and the New Administrative Capital enjoy high-speed internet and 4G/5G availability, many governorates in Upper Egypt and the Nile Delta still rely on low-speed or unstable connections. Fixed broadband penetration in Egypt remains under 15% nationally, and mobile broadband coverage, though over 90% in cities, drops to around 55–60% in sparsely populated areas. This infrastructure gap limits the scalability of IoT in sectors like agriculture, logistics, and rural healthcare—areas where IoT could offer the greatest impact. Power instability also affects sensor uptime and data reliability in many remote zones. For IoT ecosystems to function effectively, continuous, low-latency connections are essential. However, persistent challenges in extending fiber optics and cellular backhaul to non-urban locations delay the widespread deployment of connected solutions, particularly those requiring real-time responsiveness or edge computing. Furthermore, connectivity costs relative to average income remain high, discouraging small enterprises and local authorities from adopting IoT platforms. Until equitable network coverage and affordable access are ensured nationwide, Egypt’s IoT potential will remain concentrated in privileged, urbanized zones.

Key Market Trends

Accelerated Adoption of IoT in Logistics and Supply Chain

The logistics and transportation sectors in Egypt are rapidly embracing IoT to overcome traditional inefficiencies and enhance supply chain visibility. Real-time GPS tracking, RFID scanning, and asset-monitoring sensors are now being deployed by large logistics providers, e-commerce platforms, and even agricultural exporters. IoT devices help companies monitor the location, temperature, and condition of goods throughout the transit process—crucial for time-sensitive and perishable products. Fleet management systems equipped with IoT enable fuel usage monitoring, driver behavior analysis, and route optimization, resulting in significant cost savings. Egypt’s role as a key trade gateway, especially with the Suez Canal and regional shipping hubs, makes logistics optimization a national priority. With customs processes being digitized, IoT is

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facilitating faster clearances and real-time status updates. Cold-chain solutions for pharmaceuticals and food exports are also integrating sensor-based temperature control and monitoring systems. Moreover, public transportation fleets and smart parking projects in Cairo and Alexandria are adopting connected systems for better scheduling and utilization. This ongoing digital shift in logistics not only improves delivery timelines and operational control but also contributes to Egypt's broader goals of becoming a competitive trade and transport hub in the region.

Key Market Players

Siemens

Amazon

IBM

Cisco

Microsoft

Oracle

Honeywell

Hewlett Packard Enterprise

Ericsson

Huawei

Report Scope:

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

Egypt Internet of Things Market, By Component:

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Software

Hardware

Service

Egypt Internet of Things Market, By Type:

B2B

B2G

B2C

Egypt Internet of Things Market, By Connectivity:

LPWAN

Radio frequency Identification (RFID)

Near Field Communication

Zigbee

Others

Egypt Internet of Things Market, By End Use:

Manufacturing

IT & Telecom

Automotive &Transportation

Consumer Electronics

Healthcare

Environmental Monitoring

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Others

Egypt Industrial Automation Market, By Region:

Cairo

Alexandria

Giza

Al Qalyubia

Port Said

Suez

Rest of Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Egypt Internet of Things Market.

Available Customizations:

Egypt Internet of Things 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).

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