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IoT IAM Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Component (Solutions, Services), By Security Type (Network Security, Endpoint Security, Application Security, Cloud Security, Others), By Verticals (BFSI, Automotive, Telecom, IT & ITeS, Retail & Consumer Goods, Energy & Utilities, Healthcare, Oil & Gas, Manufacturing, Others), By Region, By Competition, 2020-2030F

https://marketpublishers.com/r/IE109BE02DDAEN.html
Date: June 2025
Pages: 185
Price: US$ 4,500.00 (Single User License)
ID: IE109BE02DDAEN

Abstracts

Market Overview

The Global IoT IAM Market was valued at USD 16.89 billion in 2024 and is projected to reach USD 32.61 billion by 2030, growing at a CAGR of 11.59% during the forecast period. This market centers on solutions that manage identification, authentication, and access control within interconnected environments. As global industries accelerate their digital transformation, the proliferation of IoT devices has created complex infrastructures that demand strong identity and access management to ensure system security and integrity. IoT IAM systems help manage access across diverse devices, safeguarding sensitive data while enabling secure communication. The market's growth is driven by factors such as the rising number of connected endpoints, increasing instances of identity theft, the adoption of zero-trust frameworks, and stringent data protection regulations. Cloud-based IAM platforms and the integration of AI and ML are further enhancing scalability, real-time access control, and anomaly detection. With the rollout of 5G and the emergence of blockchain-based identity models, demand for decentralized and secure IoT IAM solutions continues to increase.

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Key Market Drivers

Escalating Threat Landscape Driving Secure Device Identity Solutions

The rapid global expansion of interconnected devices across industries has significantly increased vulnerability to cyber threats, intensifying the need for robust identity and access management frameworks. IoT environments are increasingly targeted for data breaches and unauthorized control due to the limited built-in security of many devices. To address this, organizations are investing in IAM solutions that provide real-time device authentication, monitor identity activity, and integrate zero-trust models. Advanced IAM platforms featuring behavioral analytics, continuous authentication, and policy enforcement are gaining traction, especially in sectors like healthcare and critical infrastructure, where compromised devices can have severe consequences. Regulatory pressures, including compliance with the EU Cybersecurity Act and NIST frameworks, further accelerate adoption. As cyberattacks become more frequent and complex, organizations recognize secure device identity as a foundational component of enterprise risk management, pushing the IoT IAM market toward rapid growth.

Key Market Challenges

Lack of Standardization Across Internet of Things Ecosystems

The absence of universal standards for IoT devices remains a key barrier to the widespread adoption of IAM solutions. The IoT ecosystem includes a vast array of devices, communication protocols, and architectures that vary by manufacturer, often resulting in limited interoperability and integration challenges. Proprietary systems and fragmented device environments hinder unified identity governance and increase the cost and complexity of IAM deployment. Organizations struggle to implement consistent authentication and access policies across diverse platforms, especially as new technologies and device types continue to emerge. This lack of cohesion undermines security efforts, complicates compliance, and escalates operational overhead. Until a standardized identity and access framework is widely adopted across the IoT landscape, deployment of IAM solutions will face constraints due to compatibility issues and scalability limitations.

Key Market Trends

Increasing Adoption of Decentralized Identity Frameworks

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A significant trend influencing the global IoT IAM market is the rise of decentralized identity systems aimed at reducing dependence on centralized credential management. Unlike traditional IAM models that rely on central servers, decentralized frameworks use distributed ledgers or blockchain to manage identity credentials, enhancing security and eliminating single points of failure. This approach supports autonomous device authentication and aligns with privacy-focused regulatory requirements. Decentralized identities are particularly relevant in machine-to-machine communication, enabling secure interactions without manual provisioning. Manufacturers are embedding cryptographic credentials directly into devices, promoting secure identity validation from deployment. The push for self-sovereign identity and the growing demand for scalable, resilient IAM architectures are driving adoption of these frameworks, making them a transformative force within the evolving IoT landscape.

Key Market Players

IBM Corporation

Cisco Systems, Inc.

Microsoft Corporation

Oracle Corporation

Okta, Inc.

Google LLC

F5 Networks, Inc.

ForgeRock, Inc.

Report Scope:

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

IoT IAM Market, By Component:

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Solutions

Services

IoT IAM Market, By Security Type:

Network Security

Endpoint Security

Application Security

Cloud Security

Others

IoT IAM Market, By Verticals:

BFSI

Automotive

Telecom

IT & ITeS

Retail & Consumer Goods

Energy & Utilities

Healthcare

Oil & Gas

Manufacturing

Others

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IoT IAM Market, By Region:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
- Asia Pacific
  - China
  - India
  - Japan
  - South Korea
  - Australia
- Middle East & Africa
  - Saudi Arabia
  - UAE

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South Africa

South America

Brazil

Colombia

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global IoT IAM Market.

Available Customizations:

Global IoT IAM 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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