

LoRa and LoRaWAN IoT Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Offering (Hardware, Platform, Services), By Application (Asset Tracking, Industrial IoT, Smart Cities, Smart Agriculture & Livestock Management, Smart Buildings, Smart Healthcare, Others), By End User (Retail, Manufacturing, Transportation & Logistics, Agriculture, Healthcare, Energy & Utilities, Government & Public Safety, Travel & Hospitality, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global LoRa and LoRaWAN IoT Market stood at USD 8.07 billion in 2024 and is anticipated to reach USD 37.31 billion by 2030, reflecting a CAGR of 29.07% during the forecast period. LoRa and LoRaWAN technologies serve as pivotal enablers for long-range, low-power communication across a range of Internet of Things (IoT) applications. Their ability to transmit data over several kilometers while maintaining minimal energy use makes them ideal for widespread IoT deployments in areas such as smart cities, agriculture, environmental monitoring, and industrial automation. LoRa acts as the physical communication layer, while LoRaWAN supports secure and scalable network communication. The increasing push for smart infrastructure has accelerated demand globally, further fueled by advancements in sensor integration, cloud-based platforms, and favorable policy environments. As the ecosystem expands—supported by device manufacturers, service providers, and network operators—LoRa and LoRaWAN are

becoming increasingly accessible and adaptable, establishing themselves as integral to building resilient and efficient connected systems.

Key Market Drivers

Growing Need for Low-Power, Long-Range Connectivity in IoT Deployments

The demand for efficient, long-range, and low-power communication is a critical driver for the LoRa and LoRaWAN IoT market. Industries including agriculture, smart cities, utilities, and logistics require technologies that can connect vast networks of devices across large areas with minimal energy usage. LoRa and LoRaWAN address this need by enabling devices to operate on single batteries for multiple years, significantly cutting maintenance costs and ensuring reliability in remote or hard-to-access environments. These technologies also support secure data transmission over long distances, meeting essential performance and safety standards. Their scalability is demonstrated by the ability to connect over 100,000 devices per gateway, making them especially suitable for large-scale smart infrastructure initiatives. This has positioned LoRa and LoRaWAN as preferred options for organizations aiming to deploy sustainable, cost-effective IoT networks that align with digital transformation goals.

Key Market Challenges

Interference and Network Scalability Limitations

A notable challenge in the LoRa and LoRaWAN IoT market is managing interference and scalability, particularly in environments with dense device concentrations. In such scenarios, increased network traffic can cause signal collisions, packet loss, and reduced data transmission reliability. These challenges are compounded by the use of unlicensed frequency bands, which are susceptible to congestion from other wireless systems. Although designed for high device volumes, LoRa and LoRaWAN networks can face throughput limitations when scaled rapidly without adequate infrastructure. Ensuring consistent performance often necessitates the deployment of additional gateways and careful network planning, which can drive up costs and operational complexity. This becomes particularly critical in applications demanding real-time data and high network reliability, making scalability management a key area of focus for successful implementation.

Key Market Trends

Expansion of Smart City Initiatives Driving LoRa and LoRaWAN Adoption

The global rise of smart city projects is a prominent trend accelerating the adoption of LoRa and LoRaWAN technologies. Governments and municipal bodies are increasingly integrating connected infrastructure to enhance urban service efficiency, environmental management, and public safety. LoRa and LoRaWAN offer a highly adaptable and energy-efficient solution for managing urban systems like street lighting, traffic monitoring, waste collection, and water management. These technologies enable cities to collect real-time operational data, reduce maintenance overhead, and support data-driven planning. As urbanization continues, the demand for cost-effective and scalable connectivity solutions grows. LoRa and LoRaWAN, with their ability to interface seamlessly with existing IoT frameworks, are becoming essential tools for building smart, resilient, and sustainable urban environments. Their continued deployment across municipal infrastructures is expected to significantly contribute to market growth in the coming years.

Key Market Players

Semtech Corporation

Cisco Systems, Inc.

IBM Corporation

Actility S.A.

MultiTech Systems, Inc.

Kerlink

Laird Connectivity

TEKTELIC Communications

Report Scope:

In this report, the Global LoRa and LoRaWAN IoT Market has been segmented into the following categories, in addition to the industry trends which have also been detailed

below:

LoRa and LoRaWAN IoT Market, By Offering:

Hardware

Platform

Services

LoRa and LoRaWAN IoT Market, By Application:

Asset Tracking

Industrial IoT

Smart Cities

Smart Agriculture & Livestock Management

Smart Buildings

Smart Healthcare

Others

LoRa and LoRaWAN IoT Market, By End User:

Retail

Manufacturing

Transportation & Logistics

Agriculture

Healthcare

Energy & Utilities

Government & Public Safety

Travel & Hospitality

Others

LoRa and LoRaWAN IoT 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

South Africa

South America

Brazil

Colombia

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global LoRa and LoRaWAN IoT Market.

Available Customizations:

Global LoRa and LoRaWAN IoT 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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