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Satellite IoT Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, By Organization Size (Large Enterprises, Small & Medium Sized Enterprises), By Service (Direct to Satellite, IoT Satellite Backhaul), By End Use (Defense, Energy & Utilities, Agriculture, Environmental, Transport & Logistics, Marine, Others), By Region, By Competition 2020-2030F

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Abstracts

Market Overview

Global Satellite IoT Market was valued at USD 1.24 Billion in 2024 and is expected to reach USD 2.88 Billion by 2030 with a CAGR of 15.08% through 2030. The Global Satellite IoT Market refers to the ecosystem of services, hardware, and platforms that leverage satellite-based infrastructure to enable Internet of Things (IoT) connectivity.

Unlike traditional IoT networks that depend on terrestrial cell towers or fiber infrastructure, satellite IoT provides wide-area coverage, including remote, oceanic, and underserved regions. These solutions are crucial for industries like agriculture, oil & gas, maritime, defense, and environmental monitoring, where real-time data collection and device communication are needed across vast, isolated geographies. Satellite constellations—both geostationary and low-earth orbit (LEO)—enable robust and low-latency communication, expanding IoT deployment potential beyond the reach of traditional networks.

The market is poised for robust growth due to several macro and technological factors.

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First, there is a rising global focus on digitization in remote sectors such as precision agriculture, wildlife monitoring, and offshore resource management, all of which require dependable connectivity. Second, advancements in low-cost, small-form-factor satellite modules are reducing deployment costs and improving power efficiency. Third, the development of LEO satellite constellations by companies like SpaceX and OneWeb is transforming the economics and latency of satellite IoT, making it more accessible to mid-sized enterprises and governments alike. Regulatory support and demand for disaster recovery networks further fuel adoption.

The Global Satellite IoT Market will benefit from strategic partnerships between satellite providers and IoT platform vendors, enabling integrated offerings tailored to specific industries. As 5G and NTN (non-terrestrial network) standards evolve, satellite IoT will increasingly become part of hybrid connectivity solutions that combine terrestrial and space-based networks for seamless device communication. Moreover, the adoption of satellite-enabled asset tracking, logistics optimization, and environmental intelligence will play a central role in supporting global sustainability goals. These trends point toward sustained market expansion, particularly in regions like Sub-Saharan Africa, Latin America, and the Arctic, where terrestrial networks remain limited.

Key Market Drivers

Unmatched Geographic Coverage and Remote Monitoring

Satellite IoT offers unparalleled coverage in remote, rural, maritime, and unconnected regions where terrestrial networks fail. Industries such as agriculture, mining, forestry, and ocean shipping rely on this connectivity for real-time asset monitoring, predictive maintenance, and environmental data capture. With satellites enabling communication from polar zones to mid-ocean vessels, businesses can extend operations globally without relying on terrestrial infrastructure, thus unlocking new productivity and efficiency gains.

Connected asset tracking in remote terrain provides critical data even where cellular signals disappear. For sectors like disaster response or ecosystem monitoring, satellite-enabled IoT ensures data continuity and situational awareness. This end-to-end visibility enhances decision making, safety, and regulatory compliance in challenging terrains—driving adoption across industries that were previously limited by connectivity gaps. In 2024, over 3.2 million asset-tracking units using satellite IoT were deployed globally in remote logistics, maritime shipping, agriculture, and wildlife monitoring. This represented an 80 percent increase from the previous year, reflecting how industries

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are rapidly adopting satellite networks to overcome terrestrial connectivity limitations and extend digital operations into inaccessible or off-grid environments.

Key Market Challenges

High Capital Expenditure and Service Cost Constraints

The cost-intensive nature of deploying and maintaining satellite infrastructure continues to be a critical barrier for the expansion of the Global Satellite IoT Market. Launching and operating satellites—especially in low-earth orbit or geostationary configurations—requires significant capital investment, which is typically absorbed by a limited number of players with substantial financial backing. This includes not just the cost of the launch vehicle, but also ground station infrastructure, spectrum licensing, satellite manufacturing, and insurance. While innovations like reusable rockets and nanosatellites have reduced cost per launch, overall financial commitments remain steep, making market entry difficult for smaller enterprises or startups. Furthermore, satellite IoT modules—though cheaper than before—still carry higher costs compared to cellular IoT alternatives, especially when factoring in long-term service and subscription fees.

The cost challenges also extend to the end users, particularly in industries where cost sensitivity is high. For example, agriculture, fisheries, and environmental monitoring sectors often operate under tight budgets and may delay or limit adoption of satellite IoT due to affordability constraints. These constraints are compounded in developing regions, where local businesses and government institutions may lack the funding mechanisms or policy support to deploy satellite-enabled infrastructure. This cost disparity limits the democratization of satellite IoT and hinders its uptake in applications that would otherwise benefit significantly from remote connectivity. Although service providers are experimenting with flexible pricing models and bundling satellite services with analytics and device management platforms, cost reduction across the ecosystem remains a core challenge that could potentially slow down the broader scaling of satellite IoT networks across industries and geographies.

Key Market Trends

Expansion of Low-Earth-Orbit Satellite Constellations

The proliferation of low-earth-orbit (LEO) satellite constellations is revolutionizing the Global Satellite IoT Market by drastically improving latency, coverage, and cost-

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efficiency. Unlike traditional geostationary satellites positioned approximately 35,786 kilometers above Earth, LEO satellites operate between 500 to 1,200 kilometers, enabling faster data transmission and more frequent revisit rates. This allows satellite IoT providers to offer near-real-time connectivity, which is critical for industries requiring timely insights, such as autonomous vehicles, precision agriculture, and emergency response. Companies like SpaceX, OneWeb, and Amazon's Project Kuiper are leading the deployment of thousands of LEO satellites, expanding network capacity and driving competitive pricing.

This trend not only lowers entry barriers for IoT applications in remote and underserved areas but also encourages innovation in device miniaturization and power efficiency, enabling new use cases across sectors. The deployment of LEO constellations has accelerated partnerships between satellite operators and terrestrial network providers, fostering integrated hybrid communication solutions that optimize reliability and performance. As these constellations mature and scale, the Global Satellite IoT Market is expected to see enhanced service quality, increased device density, and expanded market penetration, setting a new benchmark for global connectivity standards.

Key Market Players

Iridium Communications Inc.

ORBCOMM Inc.

Inmarsat Global Limited

Eutelsat Communications S.A.

Globalstar, Inc.

SES S.A.

AST SpaceMobile, Inc.

Kepler Communications Inc.

Report Scope:

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

Satellite IoT Market, By Organization Size:

Large Enterprises

Small & Medium Sized Enterprises

Satellite IoT Market, By Service:

Direct to Satellite

IoT Satellite Backhaul

Satellite IoT Market, By End Use:

Defense

Energy & Utilities

Agriculture

Environmental

Transport & Logistics

Marine

Others

Satellite IoT Market, By Region:

North America

United States

Canada

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- 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

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Argentina

Competitive Landscape

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

Available Customizations:

Global Satellite 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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