

# **United States Internet of things Market By Deployment Mode (On-premises, Cloud-based), By Component (Hardware, Software, Services) By End-User (Consumer Electronics, Manufacturing, Healthcare, Transportation, Energy, Retail), By Region, Competition, Forecast and Opportunities, 2019-2029F**

<https://marketpublishers.com/r/UCC4DEF3149BEN.html>

Date: September 2024

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: UCC4DEF3149BEN

## **Abstracts**

United States Internet of things Market was valued at USD 64.76 billion in 2023 and is expected to reach USD 158.54 billion by 2029 with a CAGR of 15.92% through 2029. The United States Internet of Things (IoT) market refers to the expanding network of interconnected devices and systems that communicate and share data over the internet, revolutionizing how various sectors operate. This market is poised for significant growth driven by several key factors. First, there is a rapid adoption of smart devices across consumer, commercial, and industrial applications, from smart home appliances and wearable health monitors to advanced industrial sensors and smart city infrastructure. Technological advancements, particularly in connectivity standards like 5G, enhance the performance and scalability of IoT systems, facilitating more seamless data transmission and real-time analytics. Additionally, businesses and organizations are increasingly leveraging IoT solutions to optimize operations, improve efficiency, and drive innovation, resulting in substantial investments in IoT technologies. The rise in data-driven decision-making and the demand for automation and predictive maintenance further fuel market expansion. Government initiatives and funding aimed at advancing IoT infrastructure and fostering innovation also contribute to the market's upward trajectory. As more industries recognize the value of IoT in creating smarter, more efficient environments, the U.S. IoT market is expected to experience robust growth, supported by continued advancements in technology and increasing applications across diverse sectors.

## Key Market Drivers

### Technological Advancements and Innovations

The growth of the United States Internet of Things market is significantly driven by rapid technological advancements and innovations. Continuous improvements in key technologies such as sensors, connectivity, and data analytics are enhancing the functionality and appeal of Internet of Things systems. For instance, the evolution of sensors has led to more accurate and diverse data collection capabilities, allowing for a wide range of applications from environmental monitoring to smart home automation. Advances in connectivity technologies, particularly the rollout of fifth-generation mobile networks, are providing the high-speed, low-latency communication necessary for the seamless operation of Internet of Things devices. Furthermore, developments in artificial intelligence and machine learning are enabling more sophisticated data analysis and decision-making processes, which are critical for optimizing operations and creating value from the vast amounts of data generated by Internet of Things devices. These technological innovations are not only expanding the potential applications of Internet of Things solutions but also making them more accessible and cost-effective for businesses and consumers alike, thereby driving market growth.

### Increasing Demand for Automation and Smart Devices

The increasing demand for automation and smart devices is a major driver of the United States Internet of Things market. As consumers and businesses seek to enhance efficiency, convenience, and productivity, there is a growing interest in solutions that integrate advanced technology with everyday functions. For consumers, this includes smart home devices such as intelligent thermostats, security systems, and appliances that offer improved convenience and energy management. Businesses, on the other hand, are adopting Internet of Things technologies to automate processes, monitor equipment, and collect valuable data that can drive strategic decisions. The desire for smart, connected systems that provide real-time insights and control is leading to greater investments in Internet of Things solutions across various sectors including healthcare, manufacturing, and transportation. This widespread adoption of smart devices and automation technologies is fueling market expansion by creating new opportunities for Internet of Things applications and driving demand for innovative solutions.

## Government Initiatives and Support

Government initiatives and support play a crucial role in the growth of the United States Internet of Things market. Federal and state governments are increasingly recognizing the potential of Internet of Things technologies to drive economic development, improve public services, and enhance national infrastructure. Initiatives such as funding programs, research grants, and strategic partnerships are aimed at fostering innovation and accelerating the deployment of Internet of Things solutions. For example, government-backed smart city projects focus on integrating Internet of Things technologies to improve urban infrastructure, transportation systems, and public safety. Additionally, regulatory frameworks and standards are being developed to ensure the security and interoperability of Internet of Things devices, which helps build trust and encourages wider adoption. By providing financial support, facilitating research, and creating favorable regulatory environments, government actions are significantly contributing to the growth and maturation of the Internet of Things market in the United States.

## Key Market Challenges

### Security and Privacy Concerns

Security and privacy concerns represent a significant challenge for the United States Internet of Things market. As Internet of Things devices become more prevalent, the volume of data being transmitted and processed increases, making these systems attractive targets for cyberattacks. The interconnected nature of Internet of Things networks means that a vulnerability in one device can potentially compromise the entire system, leading to severe consequences including unauthorized access to sensitive information, data breaches, and disruptions to critical infrastructure. Furthermore, the diverse range of devices and manufacturers involved in the Internet of Things ecosystem complicates efforts to establish uniform security standards and practices. Each device may have its own security protocols, and ensuring consistent protection across different types of equipment can be challenging. Privacy issues also arise as Internet of Things devices collect vast amounts of personal and behavioral data from users. Managing and safeguarding this data, and ensuring it is used in compliance with privacy regulations, requires robust security measures and transparency. Addressing these security and privacy challenges is essential for building trust in Internet of Things technologies and ensuring their safe and effective deployment across various applications.

## Interoperability and Standardization Issues

Interoperability and standardization issues pose a significant challenge for the United States Internet of Things market. The Internet of Things ecosystem is composed of a wide array of devices, platforms, and protocols from various manufacturers, which can lead to compatibility problems. Devices from different vendors may use different communication standards or data formats, making it difficult for them to work together seamlessly. This lack of interoperability can hinder the integration of Internet of Things solutions and limit their effectiveness in providing cohesive and unified services. Additionally, the absence of universally accepted standards for Internet of Things devices and systems creates fragmentation in the market, leading to varying levels of performance, security, and functionality. For businesses and consumers, this can translate into increased costs and complexity when selecting and deploying Internet of Things solutions, as they must navigate a diverse and often incompatible array of options. Establishing industry-wide standards and promoting interoperability are critical for enhancing the usability and value of Internet of Things technologies and for fostering broader adoption across different sectors.

## Key Market Trends

### Expansion of Smart Cities

One prominent trend in the United States Internet of Things market is the expansion of smart cities. As urban areas seek to improve infrastructure, enhance public services, and address growing population demands, the adoption of Internet of Things technologies is becoming increasingly prevalent. Smart city initiatives utilize interconnected devices and sensors to optimize traffic management, monitor air quality, and enhance public safety. For example, intelligent transportation systems can reduce traffic congestion and improve road safety by analyzing real-time data from traffic signals, cameras, and vehicle sensors. Similarly, smart grids enable more efficient energy distribution and consumption by integrating data from various energy sources and consumer usage patterns. This trend reflects a broader commitment to creating more sustainable and efficient urban environments, driven by the need to manage resources effectively and enhance the quality of life for residents. The growth of smart city projects not only highlights the expanding application of Internet of Things technologies but also demonstrates their potential to drive innovation and transform urban living.

## Integration of Artificial Intelligence and Machine Learning

The integration of artificial intelligence and machine learning into Internet of Things systems is a significant trend in the United States market. Artificial intelligence and machine learning technologies enhance the capabilities of Internet of Things devices by enabling advanced data analytics, predictive maintenance, and automated decision-making. For instance, artificial intelligence algorithms can analyze vast amounts of data generated by Internet of Things sensors to identify patterns, make predictions, and provide actionable insights. In manufacturing, machine learning models can predict equipment failures before they occur, allowing for proactive maintenance and minimizing downtime. In consumer applications, artificial intelligence-powered Internet of Things devices can offer personalized recommendations and automate routine tasks, improving user experience and efficiency. This trend underscores the increasing importance of advanced analytics and automation in maximizing the value and functionality of Internet of Things technologies. As these technologies continue to evolve, their integration with Internet of Things systems is expected to drive further innovation and expand the range of applications across various industries.

### Growing Focus on Data Security and Privacy

A growing focus on data security and privacy is a key trend in the United States Internet of Things market. As the number of interconnected devices and the volume of data they generate increase, concerns about data protection and user privacy have become more prominent. Internet of Things devices often collect sensitive information, including personal, financial, and operational data, which must be secured against unauthorized access and breaches. In response to these concerns, there is an increased emphasis on implementing robust security measures, including encryption, secure communication protocols, and regular software updates. Additionally, regulatory frameworks and industry standards are being developed to address data protection and privacy issues, ensuring that Internet of Things solutions comply with legal requirements and best practices. This trend highlights the critical importance of safeguarding data in an increasingly connected world and reflects a broader commitment to building trust and ensuring the responsible use of Internet of Things technologies. As awareness of data security and privacy risks grows, both consumers and businesses are placing greater emphasis on adopting solutions that prioritize the protection of sensitive information.

### Segmental Insights

### Deployment Mode Insights

In 2023, the cloud-based deployment mode emerged as the dominant segment in the United States Internet of Things market and is anticipated to sustain its leading position throughout the forecast period. Cloud-based solutions offer significant advantages over on-premises deployment, including scalability, flexibility, and cost-effectiveness. These attributes are particularly valuable in the Internet of Things ecosystem, where the ability to handle vast amounts of data generated by numerous interconnected devices is crucial. Cloud-based deployment allows organizations to leverage centralized resources and infrastructure, which simplifies data management and enables real-time processing and analytics. Additionally, it provides enhanced accessibility and integration capabilities, facilitating the seamless operation of Internet of Things systems across various locations and platforms. The ease of scaling cloud resources according to demand helps businesses avoid the high costs associated with maintaining and upgrading on-premises infrastructure, making it an attractive option for many enterprises. As more organizations adopt Internet of Things technologies, the preference for cloud-based solutions is expected to grow, driven by their ability to support dynamic and expansive IoT environments efficiently. Consequently, the cloud-based segment is poised to maintain its dominance, continuing to shape the landscape of the United States Internet of Things market with its robust and adaptable deployment capabilities.

## Regional Insights

In 2023, the West United States region emerged as the dominant segment in the United States Internet of Things market and is projected to maintain its leadership throughout the forecast period. This dominance can be attributed to the region's robust technological infrastructure, high concentration of technology companies, and substantial investments in innovation and research. The West United States, encompassing major technology hubs such as Silicon Valley, Seattle, and Los Angeles, benefits from a thriving ecosystem that fosters the development and deployment of Internet of Things solutions. The presence of numerous leading technology firms, startups, and research institutions contributes to a dynamic environment where advanced Internet of Things technologies are rapidly adopted and integrated. Additionally, the region's favorable business climate, supported by strong venture capital funding and a skilled workforce, further drives the growth of the Internet of Things market. The West United States' focus on smart city initiatives, digital transformation, and cutting-edge technologies positions it as a leader in the adoption and implementation of Internet of Things solutions. As businesses and public sector entities in this region continue to invest in and expand their Internet of Things

capabilities, the West United States is expected to sustain its dominant position, shaping the future trajectory of the United States Internet of Things market.

### Key Market Players

IBM Corporation

Microsoft Corporation

Alphabet, Inc

NVIDIA Corporation

Amazon Web Services, Inc

SAP SE

General Electric Company

Honeywell International Inc

Oracle Corporation

Rockwell Automation, Inc

### Report Scope:

In this report, the United States Internet of things Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Internet of things Market, By Deployment Mode:

On-premises

Cloud-based

United States Internet of things Market, By Component:

Hardware

Software

Services

United States Internet of things Market, By End-user:

Consumer Electronics

Manufacturing

Healthcare

Transportation

Energy

Retail

United States Internet of things Market, By Region:

South US

Midwest US

North-East US

West US

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Internet of things Market.

Available Customizations:



United States 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).

## Contents

### **1. SERVICE OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
  - 2.5.1. Secondary Research
  - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
  - 2.6.1. The Bottom-Up Approach
  - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
  - 2.8.1. Data Triangulation & Validation

### **3. EXECUTIVE SUMMARY**

### **4. IMPACT OF COVID-19 ON UNITED STATES INTERNET OF THINGS MARKET**

### **5. VOICE OF CUSTOMER**

### **6. UNITED STATES INTERNET OF THINGS MARKET OVERVIEW**

### **7. UNITED STATES INTERNET OF THINGS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast

- 7.2.1. By Deployment Mode (On-premises, Cloud-based)
- 7.2.2. By Component (Hardware, Software, Services)
- 7.2.3. By End-User (Consumer Electronics, Manufacturing, Healthcare, Transportation, Energy, Retail)
- 7.2.4. By Region
- 7.3. By Company (2023)
- 7.4. Market Map

## **8. SOUTH UNITED STATES INTERNET OF THINGS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Deployment Mode
  - 8.2.2. By Component
  - 8.2.3. By End-User

## **9. MIDWEST UNITED STATES INTERNET OF THINGS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Deployment Mode
  - 9.2.2. By Component
  - 9.2.3. By End-User

## **10. NORTH-EAST UNITED STATES INTERNET OF THINGS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Deployment Mode
  - 10.2.2. By Component
  - 10.2.3. By End-User

## **11. WEST UNITED STATES INTERNET OF THINGS MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value

## 11.2. Market Share & Forecast

- 11.2.1. By Deployment Mode
- 11.2.2. By Component
- 11.2.3. By End-User

## 12. MARKET DYNAMICS

- 12.1. Drivers
- 12.2. Challenges

## 13. MARKET TRENDS AND DEVELOPMENTS

## 14. COMPANY PROFILES

- 14.1. IBM Corporation
  - 14.1.1. Business Overview
  - 14.1.2. Key Revenue and Financials
  - 14.1.3. Recent Developments
  - 14.1.4. Key Personnel/Key Contact Person
  - 14.1.5. Key Product/Online Training Offered
- 14.2. Microsoft Corporation
  - 14.2.1. Business Overview
  - 14.2.2. Key Revenue and Financials
  - 14.2.3. Recent Developments
  - 14.2.4. Key Personnel/Key Contact Person
  - 14.2.5. Key Product/Online Training Offered
- 14.3. Alphabet, Inc
  - 14.3.1. Business Overview
  - 14.3.2. Key Revenue and Financials
  - 14.3.3. Recent Developments
  - 14.3.4. Key Personnel/Key Contact Person
  - 14.3.5. Key Product/Online Training Offered
- 14.4. NVIDIA Corporation
  - 14.4.1. Business Overview
  - 14.4.2. Key Revenue and Financials
  - 14.4.3. Recent Developments
  - 14.4.4. Key Personnel/Key Contact Person
  - 14.4.5. Key Product/Online Training Offered
- 14.5. Amazon Web Services, Inc

- 14.5.1. Business Overview
- 14.5.2. Key Revenue and Financials
- 14.5.3. Recent Developments
- 14.5.4. Key Personnel/Key Contact Person
- 14.5.5. Key Product/Online Training Offered
- 14.6. SAP SE
  - 14.6.1. Business Overview
  - 14.6.2. Key Revenue and Financials
  - 14.6.3. Recent Developments
  - 14.6.4. Key Personnel/Key Contact Person
  - 14.6.5. Key Product/Online Training Offered
- 14.7. General Electric Company
  - 14.7.1. Business Overview
  - 14.7.2. Key Revenue and Financials
  - 14.7.3. Recent Developments
  - 14.7.4. Key Personnel/Key Contact Person
  - 14.7.5. Key Product/Online Training Offered
- 14.8. Honeywell International Inc
  - 14.8.1. Business Overview
  - 14.8.2. Key Revenue and Financials
  - 14.8.3. Recent Developments
  - 14.8.4. Key Personnel/Key Contact Person
  - 14.8.5. Key Product/Online Training Offered
- 14.9. Oracle Corporation
  - 14.9.1. Business Overview
  - 14.9.2. Key Revenue and Financials
  - 14.9.3. Recent Developments
  - 14.9.4. Key Personnel/Key Contact Person
  - 14.9.5. Key Product/Online Training Offered
- 14.10. Rockwell Automation, Inc
  - 14.10.1. Business Overview
  - 14.10.2. Key Revenue and Financials
  - 14.10.3. Recent Developments
  - 14.10.4. Key Personnel/Key Contact Person
  - 14.10.5. Key Product/Online Training Offered

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## I would like to order

Product name: United States Internet of things Market By Deployment Mode (On-premises, Cloud-based), By Component (Hardware, Software, Services) By End-User (Consumer Electronics, Manufacturing, Healthcare, Transportation, Energy, Retail), By Region, Competition, Forecast and Opportunities, 2019-2029F

Product link: <https://marketpublishers.com/r/UCC4DEF3149BEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UCC4DEF3149BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970