

Middle East & Africa Smart Meters Market Size and Forecast (2021 - 2031)

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Abstracts

The Middle East and Africa (MEA) smart meters market is projected to experience significant growth, with an expected market size of approximately US\$ 1,907.5 million by 2031, up from US\$ 1,331.7 million in 2024. This growth translates to a compound annual growth rate (CAGR) of 5.7% from 2025 to 2031, indicating a robust expansion in the adoption of smart metering technologies across the region.

Executive Summary and Market Analysis

The MEA smart meter market is categorized into several key regions, including the United Arab Emirates (UAE), South Africa, Saudi Arabia, and the broader Rest of Middle East & Africa. The region is undergoing a transformative shift in its energy landscape, with smart meter deployment being a crucial component of this evolution. Countries are increasingly motivated by the need to enhance energy efficiency, modernize grid infrastructure, and reduce both technical and non-technical losses. As a result, nations such as the UAE, Saudi Arabia, and Qatar are leading the charge in smart meter adoption, integrating these technologies into their broader smart city initiatives and digital transformation strategies.

Significant investments in infrastructure upgrades, supported by favorable government policies and strategic partnerships with global technology firms, are propelling progress in the region. A notable example is the completion of smart meter installations by Etihad Water and Electricity (EtihadWE) in October 2024, which saw the company connect approximately 40% of its smart meters to integrated smart systems, enhancing operational efficiency and customer service.

Market Segmentation Analysis

The MEA smart meters market can be segmented based on type, technology, and end user:

By Type: The market is divided into Smart Electric Meters, Smart Water Meters, and Smart Gas Meters. In 2024, the Smart Electric Meter segment held the largest market share, reflecting the high demand for electricity monitoring and management.

By Technology: The market is categorized into Advanced Metering Infrastructure (AMI) and Automated Meter Reading (AMR). The AMI segment dominated the market in 2024, as it offers comprehensive solutions for real-time data collection and management.

By End User: The market is segmented into Residential, Commercial, and Industrial users, with the Residential segment leading in 2024 due to the increasing adoption of smart home technologies and energy management systems.

Market Outlook

The integration of artificial intelligence (AI) and machine learning (ML) is set to revolutionize the smart meter market by providing real-time, data-driven insights into energy consumption. Utilities are under increasing pressure to optimize energy distribution, reduce operational costs, and meet sustainability targets. AI-powered smart metering systems are emerging as essential tools for transformation, enabling utilities to analyze vast amounts of consumption data to identify usage patterns, forecast demand, and detect anomalies in real time. This capability allows for proactive grid management, outage prevention, and optimized energy flow, ultimately leading to reduced energy waste and improved service reliability.

One of the most significant applications of AI in this context is predictive analytics, which helps utilities anticipate peak load periods and adjust energy supply accordingly. Additionally, AI-driven leak and fault detection systems can significantly minimize non-revenue water (NRW) and energy losses, enhancing overall asset performance and cost efficiency.

Moreover, the integration of AI with smart meters facilitates the seamless incorporation

of renewable energy sources, balancing grid inputs and enabling demand response strategies. This is particularly crucial as the energy sector moves towards decentralization and decarbonization. Companies that leverage AI and ML to provide actionable insights will be better positioned to offer value-added services, enhance customer engagement, and support sustainability initiatives. As digital infrastructure becomes increasingly embedded in utility operations, AI-enabled smart metering is expected to transition from a competitive advantage to an industry standard, driving innovation and operational excellence.

Country Insights

The MEA smart meters market is further segmented by country, with the UAE, Saudi Arabia, South Africa, and the Rest of Middle East and Africa being the primary regions. The UAE is currently the market leader, having made significant advancements in smart meter adoption as part of its broader energy modernization and sustainability goals. Initiatives such as UAE Vision 2021 and the UAE Energy Strategy 2050 emphasize the implementation of smart grid technologies to enhance energy efficiency, reduce carbon emissions, and facilitate renewable energy integration.

Leading utilities in the UAE, such as the Dubai Electricity and Water Authority (DEWA) and the Abu Dhabi Distribution Company (ADDC), have undertaken large-scale smart meter deployments. For instance, DEWA announced in July 2024 that it achieved 100% coverage of smart water meters across Dubai, having installed over 1 million smart meters that comply with international technical standards to meet the city's growing demand for water services and improve resource management.

Company Profiles

Key players in the MEA smart meters market include Schneider Electric SE, Honeywell International Inc., Siemens AG, Hubbell Inc., Itron Inc., Landis+Gyr Group AG, Sagemcom UK Ltd, Xylem Inc., BOVE Technology, and ZENNER International GmbH & Co. KG. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase market share.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. SMART METERS MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. MIDDLE EAST AND AFRICA SMART METERS MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities

5.4 Future Trends

5.5 Impact of Drivers and Restraints:

6. SMART METERS MARKET - MIDDLE EAST AND AFRICA MARKET ANALYSIS

6.1 Middle East and Africa Smart Meters Market Revenue (US\$ Million), 2024 - 2031

6.2 Middle East and Africa Smart Meters Market Forecast and Analysis

7. MIDDLE EAST AND AFRICA SMART METERS MARKET REVENUE ANALYSIS - BY TYPE

7.1 Smart Electric Meter

7.1.1 Overview

7.1.2 Smart Electric Meter: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Smart Water Meter

7.2.1 Overview

7.2.2 Smart Water Meter: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.3 Smart Gas Meter

7.3.1 Overview

7.3.2 Smart Gas Meter: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. MIDDLE EAST AND AFRICA SMART METERS MARKET REVENUE ANALYSIS - BY TECHNOLOGY

8.1 Advanced Metering Infrastructure

8.1.1 Overview

8.1.2 Advanced Metering Infrastructure: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Automated Meter Reading

8.2.1 Overview

8.2.2 Automated Meter Reading: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. MIDDLE EAST AND AFRICA SMART METERS MARKET REVENUE ANALYSIS - BY END USER

9.1 Residential

9.1.1 Overview

9.1.2 Residential: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2 Commercial

9.2.1 Overview

9.2.2 Commercial: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3 Industrial

9.3.1 Overview

9.3.2 Industrial: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10. MIDDLE EAST AND AFRICA SMART METERS MARKET - COUNTRY ANALYSIS

10.1 Middle East and Africa

10.1.1 Middle East and Africa Smart Meters Market Revenue and Forecast and Analysis - by Country

10.1.1.1 Middle East and Africa Smart Meters Market Revenue and Forecast and Analysis - by Country

10.1.2.2 United Arab Emirates: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.1.2.2.1 United Arab Emirates: Middle East and Africa Smart Meters Market Share - by Type

10.1.2.2.2 United Arab Emirates: Middle East and Africa Smart Meters Market Share - by Technology

10.1.2.2.3 United Arab Emirates: Middle East and Africa Smart Meters Market Share - by End User

10.2.3.3 Saudi Arabia: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.2.3.3.1 Saudi Arabia: Middle East and Africa Smart Meters Market Share - by Type

10.2.3.3.2 Saudi Arabia: Middle East and Africa Smart Meters Market Share - by Technology

10.2.3.3.3 Saudi Arabia: Middle East and Africa Smart Meters Market Share - by End User

10.3.4.4 South Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.3.4.4.1 South Africa: Middle East and Africa Smart Meters Market Share - by

Type

10.3.4.4.2 South Africa: Middle East and Africa Smart Meters Market Share - by Technology

10.3.4.4.3 South Africa: Middle East and Africa Smart Meters Market Share - by End User

10.4.5.5 Rest of Middle East and Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.4.5.5.1 Rest of Middle East and Africa: Middle East and Africa Smart Meters Market Share - by Type

10.4.5.5.2 Rest of Middle East and Africa: Middle East and Africa Smart Meters Market Share - by Technology

10.4.5.5.3 Rest of Middle East and Africa: Middle East and Africa Smart Meters Market Share - by End User

11 COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Market Share Analysis, 2024

12 INDUSTRY LANDSCAPE

12.1 Overview

12.2 New Product Development

12.3 Merger and Acquisition

12.4 Other Strategic Developments

13 COMPANY PROFILES

13.1 Schneider Electric SE

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 Honeywell International Inc

13.2.1 Key Facts

13.2.2 Business Description

13.2.3 Products and Services

- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments
- 13.3 Siemens AG
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Hubbell Inc
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Itron Inc
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Landis+Gyr Group AG
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Sagemcom UK Ltd
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 Xylem Inc.

- 13.8.1 Key Facts
- 13.8.2 Business Description
- 13.8.3 Products and Services
- 13.8.4 Financial Overview
- 13.8.5 SWOT Analysis
- 13.8.6 Key Developments
- 13.9 BOVE Technology
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 ZENNER International GmbH & Co. KG
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services
 - 13.10.4 Financial Overview
 - 13.10.5 SWOT Analysis
 - 13.10.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Middle East and Africa Smart Meters Market Segmentation

Table 2. List of Vendors

Table 3. Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 5. Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology

Table 6. Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 7. Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 8. United Arab Emirates: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 9. United Arab Emirates: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology

Table 10. United Arab Emirates: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 11. Saudi Arabia: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 12. Saudi Arabia: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology

Table 13. Saudi Arabia: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 14. South Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 15. South Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology

Table 16. South Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 17. Rest of Middle East and Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 18. Rest of Middle East and Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Technology

Table 19. Rest of Middle East and Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User

Table 20. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. Middle East and Africa Smart Meters Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Smart Meters Market

Figure 4. Middle East and Africa Smart Meters Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Middle East and Africa Smart Meters Market Revenue (US\$ Million), 2024 - 2031

Figure 7. Middle East and Africa Smart Meters Market Share (%) - by Type, 2024 and 2031

Figure 8. Smart Electric Meter: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Smart Water Meter: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Smart Gas Meter: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 11. Middle East and Africa Smart Meters Market Share (%) - by Technology, 2024 and 2031

Figure 12. Advanced Metering Infrastructure: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Automated Meter Reading: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Middle East and Africa Smart Meters Market Share (%) - by End User, 2024 and 2031

Figure 15. Residential: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Commercial: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. Industrial: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. Middle East and Africa Smart Meters Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 19. United Arab Emirates: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Saudi Arabia: Middle East and Africa Smart Meters Market - Revenue and

Forecast, 2021 - 2031 (US\$ Million)

Figure 21. South Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Rest of Middle East and Africa: Middle East and Africa Smart Meters Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Company Market Share Analysis, 2024

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