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North America IoT Market Forecast to 2030 – COVID-19 Impact and Regional Analysis – by Component [Hardware, Software (Device Management, Application Management, Data Management, and Network Management), and Services], Enterprise Size (Large Enterprises and SMEs), and Application (Building & Automation, Smart Energy & Utilities, Smart Manufacturing, Connected Logistics, Banking & Financial Services, Aerospace & Defense, and Others)

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Abstracts

The North America IoT market is expected to grow from US$ 182.08 billion in 2023 to US$ 1,234.05 billion by 2030; it is estimated to grow at a CAGR of 31.4% from 2023 to 2030.

Low Cost of Connected Devices and Increase in Investments in IoT

The number of IoT-based devices that share data by connecting wirelessly to a network is growing tremendously. Also, sensor technology embedded in IoT devices is budget-friendly, advanced, and widely available in the market. The easy availability and cost-effectiveness of devices create possibilities for new sensor applications, including large-scale monitoring and detection. Moreover, mobile connectivity has improved with the advent of 5G, further accelerating investments in IoT-based solutions. Large enterprises continue to invest their resources in IoT, as they are increasingly utilizing the technology as part of their business plans by rapidly revamping their IoT plans and executing long-

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term IoT deals. For instance, in January 2023, Godrej & Boyce announced its plan to invest in IoT-based systems to improve customer experience and increase their global footprint as well as market share. The company's material handling business division planned to double its investment in technology to support various operations, including sales, manufacturing, and sustainability across its value chain. Also, businesses are investing in connected device sensors, from tools and equipment to vehicles and buildings, and leveraging various layers of analytics to create actionable data sources that derive enhanced business insights. The shift toward IoT adoption is increasing in the IoT industry as several businesses collect and analyze information for better decision-making and increased transparency. The implementation of IoT enables innovation and revenue streams, provides better customer experiences and asset utilization, improves employee productivity, and increases efficiency in supply chain and logistics operations. Therefore, the benefits of employing IoT are a key factor boosting the investment in the cloud, data centers, global networks, and big data analytics, which is driving the North America IoT market growth.

North America IoT Market Overview

The US, Canada, and Mexico are among the major economies in North America. According to the Microsoft 2021 IoT Signals report, 81% of businesses in the US combine AI with IoT, which is slightly more than the global average, i.e., 79%. Organizations are implementing AI to acquire capabilities such as visual image recognition and interpretation, and natural language recognition and processing, which allows them to offer improved user experience. The adoption of IoT-based software and services has increased across several industry verticals in the region. Manufacturing and energy industries are employing the synergistic abilities of machine learning algorithms, AI, and IoT to foresee and prevent equipment failures to increase the sustainability of their operations and improve the safety of their workforces. Further, the mobility industry combines AI and IoT to monitor driver safety and optimize routes in real time.

With the continuous shift from AI, analytics, and business logic to devices at the edge, businesses are solving issues related to privacy and latency, and enabling offline solutions, which have become a major trend in North America.

North America IoT Market Revenue and Forecast to 2030 (US$ Billion)

North America IoT Market Segmentation

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The North America IoT market is segmented based on component, enterprise size, application, and country. Based on component, the North America IoT market is segmented into hardware, software, and services. The hardware segment held the largest market share in 2023. Furthermore, software is segmented into device management, application management, data management, and network management.

Based on enterprise size, the North America IoT market is bifurcated into large enterprises and SMEs. The large enterprises segment held a larger market share in 2023.

Based on application, the North America IoT market is segmented into building & automation, smart energy & utilities, smart manufacturing, connected logistics, banking & financial services, aerospace & defense, and others. The smart manufacturing segment held the largest market share in 2023.

Based on country, the North America IoT market is segmented into the US, Canada, and Mexico. The US dominated the North America IoT market share in 2023.

Amazon Web Services Inc.; Cisco Systems Inc.; Google LLC; Software AG; International Business Machines Corp; Intel Corp; Microsoft Corp; Oracle Corp; Siemens AG; and SAP SE are the leading companies operating in the North America IoT market.

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