

South America IoT Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – Offering [Hardware (Processors, Connectivity Modules, Sensors, Memory Devices, and Others), Software, and Services) and End User (Industrial, Commercial, and Residential)]

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Abstracts

The South America IoT market is expected to grow from US\$ 19.70 billion in 2022 to US\$ 73.33 billion by 2028. It is estimated to grow at a CAGR of 24.5% from 2022 to 2028.

Massive Expansion of E-Commerce Industry are Anticipated to Create Lucrative Growth Opportunities for the South America IoT Market in the Coming Years

The e-commerce industry is growing rapidly, and retailers are utilizing IoT solutions to improve their operational efficiency, enhance the customer experience, and gain a competitive advantage. Also, an increase in customer demand for a better shopping experience, a reduction in the cost of IoT-based sensors and connectivity, and a surge in the adoption of smart payment solutions are among the major factors driving the adoption of IoT solutions in the e-commerce industry. Moreover, retailers in this industry utilize IoT to avoid security pitfalls and are deploying IoT-enabled systems that can combat jamming in their warehouses and stores. As IoT plays a significant role in process automation and enhancement of operational efficiency of retail stores, there is an increasing demand for the implementation of IoT in surveillance and security, supply chain optimization, energy optimization, inventory optimization, and workforce management. Therefore, with the growing e-commerce industry, the demand for IoT solutions will continue to rise, becoming a major trend in the South America IoT market .

South America IoT Market Overview

Rising demand for remote monitoring and real-time streaming solutions, increasing deployment of advanced technologies in industries, growing urbanization, and improving economy are the major factors driving the IoT market growth in South America. Moreover, many startups in the region's IoT landscape have entered the market, intending to leverage penetration of the internet and 5G network and expand the e-commerce industry in the region. Furthermore, growing awareness of advanced technologies such as radio-frequency identification (RFID), robotics, artificial intelligence, near-field communication (NFC), and low-power wide-area network (LPWAN) through advertisements and marketing activities among logistics and transport, agriculture, and manufacturing industries is boosting the scope for new entrants in the South America IoT market across the region. Also, in July 2021, the Brazilian government launched a new technology development center focusing on IoT approaches, 5G networks, and robotics. In addition, the center is expected to generate new jobs and skilled professionals in the '4.0 technologies' and technology applications of various sectors, including product manufacturing.

In May 2022, TIM, the largest mobile operator of 4G coverage and pioneer in IoT projects, and IDEMIA, the leader in Identity technologies, entered into a strategic partnership to provide eSIM management solutions for the Machine-to-Machine and IoT markets. In addition, the collaborations aim to provide solutions that can boost companies' connectivity in segments such as the automotive industry, agribusiness, utilities (for example, energy, water, and gas), public lighting, and smart cities. With such technological advancements, smaller, cheaper, and more powerful devices are being introduced in South America, which is expected to boost the deployment of IoT-based software and services.

South America IoT Market Revenue and Forecast to 2028 (US\$ Billion)

South America IoT Market Segmentation

The South America IoT market is segmented into offering, end user, and country.

Based on offering, the South America IoT market is segmented into hardware, software, and services. In 2022, the hardware segment registered a largest share in the South America IoT market. The hardware segment is further sub segmented into processors, connectivity modules, sensors, memory devices, and others.

Based on end user, the South America IoT market is segmented into industrial, commercial, and residential. In 2022, the industrial segment registered a largest share in the South America IoT market.

Based on country, the South America IoT market is segmented into Brazil, Argentina, and the Rest of South America. In 2022, Brazil segment registered a largest share in the South America IoT market.

Cisco Systems, Inc.; Google LLC; Hewlett Packard Enterprise Development LP (HPE); IBM Corporation; Microsoft Corporation; Oracle Corporation; QUALCOMM INCORPORATED; SAP SE; SAS Institute Inc.; and VMware, Inc. are the leading companies operating in the South America IoT market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
 - 1.3.1 SAM IoT Market – by Offering
 - 1.3.2 SAM IoT Market – by End User
 - 1.3.3 SAM IoT Market – by Country

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. SAM IOT MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 SAM PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Expert Opinions

5. SAM IOT MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Increase in Number of Smart City Projects
 - 5.1.2 Reduction in Cost of Connected Devices and Increase in Investments in IoT
 - 5.1.3 Rise in Implementation of IoT in Automotive Sector
- 5.2 Market Restraints
 - 5.2.1 Data Security and Interoperability Issues
- 5.3 Market Opportunities
 - 5.3.1 Progressive Deployment of 5G Networks
- 5.4 Future Trends
 - 5.4.1 Massive Expansion of E-Commerce Industry

5.4.2 Increase in Digitalization Across Industries and Rise in Importance of Service Providers

5.5 Impact Analysis of Drivers and Restraints

6. IOT MARKET – SAM MARKET ANALYSIS

6.1 SAM IoT Market Revenue Forecast and Analysis

7. SAM IOT MARKET – BY OFFERING

7.1 Overview

7.2 SAM IoT Market, by Offering (2021 and 2028)

7.3 Hardware

7.3.1 Overview

7.3.2 Hardware: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.3.3 Processors

7.3.3.1 Overview

7.3.3.2 Processors: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.3.4 Connectivity Modules

7.3.4.1 Overview

7.3.4.2 Connectivity Modules: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.3.5 Sensors

7.3.5.1 Overview

7.3.5.2 Sensors: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.3.6 Memory Devices

7.3.6.1 Overview

7.3.6.2 Memory Devices: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.3.7 Others

7.3.7.1 Overview

7.3.7.2 Others: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.4 Software

7.4.1 Overview

7.4.2 Software: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

7.5 Services

7.5.1 Overview

7.5.2 Service: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

8. SAM IOT MARKET ANALYSIS – BY END USER

8.1 Overview

8.2 SAM IoT Market, by End User (2021 and 2028)

8.3 Industrial

8.3.1 Overview

8.3.2 Industrial: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

8.4 Commercial

8.4.1 Overview

8.4.2 Commercial: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

8.5 Residential

8.5.1 Overview

8.5.2 Residential: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)

9. SAM IOT MARKET – COUNTRY ANALYSIS

9.1 Overview

9.1.1 SAM IoT Market, by Country

9.1.1.1 Brazil IoT Market - Revenue and Forecast to 2028

9.1.1.1.1 Brazil IoT Market, By Offering

9.1.1.1.2 Brazil IoT Market, By Hardware

9.1.1.1.3 Brazil IoT Market, By End User

9.1.1.2 Argentina IoT Market - Revenue and Forecast to 2028

9.1.1.2.1 Argentina IoT Market, By Offering

9.1.1.2.2 Argentina IoT Market, By Hardware

9.1.1.2.3 Argentina IoT Market, By End User

9.1.1.3 Rest of SAM IoT Market - Revenue and Forecast to 2028

9.1.1.3.1 Rest of SAM IoT Market, By Offering

9.1.1.3.2 Rest of SAM IoT Market, By Hardware

9.1.1.3.3 Rest of SAM IoT Market, By End User

10. INDUSTRY LANDSCAPE

10.1 Overview

10.2 Market Initiative

10.3 Merger and Acquisition

10.4 New Development

11. COMPANY PROFILES

11.1 Microsoft Corporation

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 Hewlett Packard Enterprise Development LP (HPE)

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 SAS Institute Inc.

11.3.1 Key Facts

11.3.2 Business Description

11.3.3 Products and Services

11.3.4 Financial Overview

11.3.5 SWOT Analysis

11.3.6 Key Developments

11.4 VMware, Inc.

11.4.1 Key Facts

11.4.2 Business Description

11.4.3 Products and Services

11.4.4 Financial Overview

11.4.5 SWOT Analysis

11.4.6 Key Developments

11.5 Google LLC

11.5.1 Key Facts

11.5.2 Business Description

11.5.3 Products and Services

11.5.4 Financial Overview

11.5.5 SWOT Analysis

11.5.6 Key Developments

11.6 Oracle Corporation

11.6.1 Key Facts

11.6.2 Business Description

- 11.6.3 Products and Services
- 11.6.4 Financial Overview
- 11.6.5 SWOT Analysis
- 11.6.6 Key Developments
- 11.7 Cisco Systems, Inc.
- 11.7.1 Key Facts
- 11.7.2 Business Description
- 11.7.3 Products and Services
- 11.7.4 Financial Overview
- 11.7.5 SWOT Analysis
- 11.7.6 Key Developments
- 11.8 SAP SE
- 11.8.1 Key Facts
- 11.8.2 Business Description
- 11.8.3 Products and Services
- 11.8.4 Financial Overview
- 11.8.5 SWOT Analysis
- 11.8.6 Key Developments
- 11.9 IBM Corporation
- 11.9.1 Key Facts
- 11.9.2 Business Description
- 11.9.3 Products and Services
- 11.9.4 Financial Overview
- 11.9.5 SWOT Analysis
- 11.9.6 Key Developments
- 11.10 QUALCOMM INCORPORATED
- 11.10.1 Key Facts
- 11.10.2 Business Description
- 11.10.3 Products and Services
- 11.10.4 Financial Overview
- 11.10.5 SWOT Analysis
- 11.10.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners
- 12.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. SAM IoT Market Revenue and Forecast to 2028 (US\$ Billion)

Table 2. SAM IoT Market - Revenue and Forecast to 2028 – By Country (US\$ Billion)

Table 3. Brazil IoT Market - Revenue and Forecast to 2028 – By Offering (US\$ Billion)

Table 4. Brazil IoT Market - Revenue and Forecast to 2028 – By Hardware (US\$ Billion)

Table 5. Brazil IoT Market - Revenue and Forecast to 2028 – By End User (US\$ Billion)

Table 6. Argentina IoT Market - Revenue and Forecast to 2028 – By Offering (US\$ Billion)

Table 7. Argentina IoT Market - Revenue and Forecast to 2028 – By Hardware (US\$ Billion)

Table 8. Argentina IoT Market - Revenue and Forecast to 2028 – By End User (US\$ Billion)

Table 9. Rest of SAM IoT Market - Revenue and Forecast to 2028 – By Offering (US\$ Billion)

Table 10. Rest of SAM IoT Market - Revenue and Forecast to 2028 – By Hardware (US\$ Billion)

Table 11. Rest of SAM IoT Market - Revenue and Forecast to 2028 – By End User (US\$ Billion)

Table 12. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. SAM IoT Market Segmentation
- Figure 2. SAM IoT Market Segmentation – By Country
- Figure 3. SAM IoT Market Overview
- Figure 4. SAM IoT Market, by Offering
- Figure 5. SAM IoT Market, by Hardware
- Figure 6. SAM IoT Market, by End User
- Figure 7. SAM IoT Market, by Country
- Figure 8. SAM – PEST Analysis
- Figure 9. SAM IoT Market- Ecosystem Analysis
- Figure 10. Expert Opinion
- Figure 11. SAM IoT Market: Impact Analysis of Drivers and Restraints
- Figure 12. SAM IoT Market Revenue Forecast and Analysis (US\$ Billion)
- Figure 13. SAM IoT Market Revenue Share, by Offering (2021 and 2028)
- Figure 14. Hardware: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 15. Processors: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 16. Connectivity Modules: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 17. Sensors: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 18. Memory Devices: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 19. Others: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 20. Software: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 21. Service: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 22. SAM IoT Market Revenue Share, by End User (2021 and 2028)
- Figure 23. Industrial: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 24. Commercial: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 25. Residential: SAM IoT Market – Revenue and Forecast to 2028 (US\$ Billion)
- Figure 26. SAM IoT Market, by Country — Revenue (2021) (US\$ Million)
- Figure 27. SAM IoT Market, by Country, 2021 & 2028 (%)
- Figure 28. Brazil IoT Market - Revenue and Forecast to 2028 (US\$ Billion)
- Figure 29. Argentina IoT Market - Revenue and Forecast to 2028 (US\$ Billion)
- Figure 30. Rest of SAM IoT Market - Revenue and Forecast to 2028 (US\$ Billion)

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