

Internet of Things in Retail Market Size, Share, and Outlook, 2025 Report- By Application (Operations Management, Asset Management, Customer Experience Management, Advertising and Marketing), By Technology (NFC (Near Field Communication), Bluetooth Low Energy (BLE), Zigbee, Wi-fi, Others), By Offering (Hardware, Platform, Services), 2018-2032

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Abstracts

Internet of Things in Retail Market Outlook

The Internet of Things in Retail Market size is expected to register a growth rate of 17.9% during the forecast period from \$32.95 Billion in 2025 to \$104.3 Billion in 2032. The Internet of Things in Retail market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Internet of Things in Retail segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Operations Management, Asset Management, Customer Experience Management, Advertising and Marketing), By Technology (NFC (Near Field Communication), Bluetooth Low Energy (BLE), Zigbee, Wi-fi, Others), By Offering (Hardware, Platform, Services). Over 70 tables and charts showcase findings from our latest survey report on Internet of Things in Retail markets.

Internet of Things in Retail Market Insights, 2025

The IoT in Retail Market is transforming physical and digital shopping experiences

through smart shelves, RFID inventory tracking, AI-driven checkout solutions, and connected supply chains. Companies like Amazon (Just Walk Out technology), Walmart, and Kroger are investing in IoT-enabled loss prevention, real-time customer analytics, and automated replenishment systems. Smart beacons, facial recognition-based payment systems, and AI-powered demand forecasting are becoming key differentiators in retail innovation. However, data security concerns and high implementation costs remain key challenges.

Five Trends that will define global Internet of Things in Retail market in 2025 and Beyond

A closer look at the multi-million market for Internet of Things in Retail identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Internet of Things in Retail companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Internet of Things in Retail vendors.

What are the biggest opportunities for growth in the Internet of Things in Retail industry?

The Internet of Things in Retail sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Internet of Things in Retail Market Segment Insights

The Internet of Things in Retail industry presents strong offers across categories. The analytical report offers forecasts of Internet of Things in Retail industry performance across segments and countries. Key segments in the industry include%li%By Application (Operations Management, Asset Management, Customer Experience Management, Advertising and Marketing), By Technology (NFC (Near Field Communication), Bluetooth Low Energy (BLE), Zigbee, Wi-fi, Others), By Offering (Hardware, Platform, Services). The largest types, applications, and sales channels,

fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Internet of Things in Retail market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Internet of Things in Retail industry ecosystem. It assists decision-makers in evaluating global Internet of Things in Retail market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Internet of Things in Retail industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Internet of Things in Retail Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Internet of Things in Retail Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for Internet of Things in Retail with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Internet of Things in Retail market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Internet of Things in Retail market Insights%li%Vendors are exploring new opportunities within the US Internet of Things in Retail industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Internet of Things in Retail companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Internet of Things in Retail market.

Latin American Internet of Things in Retail market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Internet of Things in Retail Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Internet of Things in Retail markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects

for companies. On the other hand, Middle Eastern Internet of Things in Retail markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Internet of Things in Retail companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Accenture, Amazon Web Services, AT&T, Cisco, Google, Huawei, IBM, Intel, Microsoft, Oracle, PTC, SAP, Sierra Wireless, Software AG.

Internet of Things in Retail Market Segmentation

By Application

Operations Management

Asset Management

Customer Experience Management

Advertising and Marketing

By Technology

NFC (Near Field Communication)

Bluetooth Low Energy (BLE)

Zigbee

Wi-fi

Others

By Offering

Hardware

Platform

Services

Leading Companies

Accenture

Amazon Web Services

AT&T

Cisco

Google

Huawei

IBM

Intel

Microsoft

Oracle

PTC

SAP

Sierra Wireless

Software AG

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Internet of Things in Retail Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Internet of Things in Retail Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL INTERNET OF THINGS IN RETAIL MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

4.6.1 Intensity of Competitive Rivalry

4.6.2 Threat of New Entrants

4.6.3 Threat of Substitutes

4.6.4 Bargaining Power of Buyers

4.6.5 Bargaining Power of Suppliers

4.7 Internet of Things in Retail Industry Value Chain Analysis

4.7.1 Stage of Value Chain

4.7.2 Key Activities of Companies

4.7.3 Companies Included in Each Stage

4.7.4 Key Insights

5. INTERNET OF THINGS IN RETAIL MARKET OUTLOOK TO 2032

5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032

5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032

5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Application

Operations Management

Asset Management

Customer Experience Management

Advertising and Marketing

By Technology

NFC (Near Field Communication)

Bluetooth Low Energy (BLE)

Zigbee

Wi-fi

Others

By Offering

Hardware

Platform

Services

6. GLOBAL INTERNET OF THINGS IN RETAIL MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario

6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA INTERNET OF THINGS IN RETAIL MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Internet of Things in Retail Market Trends and Growth Opportunities

6.2.1 North America Internet of Things in Retail Market Outlook by Type

6.2.2 North America Internet of Things in Retail Market Outlook by Application

6.3 North America Internet of Things in Retail Market Outlook by Country

6.3.1 The US Internet of Things in Retail Market Outlook, 2021- 2032

6.3.2 Canada Internet of Things in Retail Market Outlook, 2021- 2032

6.3.3 Mexico Internet of Things in Retail Market Outlook, 2021- 2032

7. EUROPE INTERNET OF THINGS IN RETAIL MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Internet of Things in Retail Market Trends and Growth Opportunities

7.2.1 Europe Internet of Things in Retail Market Outlook by Type

7.2.2 Europe Internet of Things in Retail Market Outlook by Application

7.3 Europe Internet of Things in Retail Market Outlook by Country

7.3.2 Germany Internet of Things in Retail Market Outlook, 2021- 2032

7.3.3 France Internet of Things in Retail Market Outlook, 2021- 2032

7.3.4 The UK Internet of Things in Retail Market Outlook, 2021- 2032

7.3.5 Spain Internet of Things in Retail Market Outlook, 2021- 2032

7.3.6 Italy Internet of Things in Retail Market Outlook, 2021- 2032

7.3.7 Russia Internet of Things in Retail Market Outlook, 2021- 2032

7.3.8 Rest of Europe Internet of Things in Retail Market Outlook, 2021- 2032

8. ASIA PACIFIC INTERNET OF THINGS IN RETAIL MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Internet of Things in Retail Market Trends and Growth Opportunities

8.2.1 Asia Pacific Internet of Things in Retail Market Outlook by Type

8.2.2 Asia Pacific Internet of Things in Retail Market Outlook by Application

8.3 Asia Pacific Internet of Things in Retail Market Outlook by Country

8.3.1 China Internet of Things in Retail Market Outlook, 2021- 2032

8.3.2 India Internet of Things in Retail Market Outlook, 2021- 2032

8.3.3 Japan Internet of Things in Retail Market Outlook, 2021- 2032

8.3.4 South Korea Internet of Things in Retail Market Outlook, 2021- 2032

8.3.5 Australia Internet of Things in Retail Market Outlook, 2021- 2032

8.3.6 South East Asia Internet of Things in Retail Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Internet of Things in Retail Market Outlook, 2021- 2032

9. SOUTH AMERICA INTERNET OF THINGS IN RETAIL MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Internet of Things in Retail Market Trends and Growth Opportunities

9.2.1 South America Internet of Things in Retail Market Outlook by Type

9.2.2 South America Internet of Things in Retail Market Outlook by Application

9.3 South America Internet of Things in Retail Market Outlook by Country

9.3.1 Brazil Internet of Things in Retail Market Outlook, 2021- 2032

9.3.2 Argentina Internet of Things in Retail Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Internet of Things in Retail Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA INTERNET OF THINGS IN RETAIL MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Internet of Things in Retail Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Internet of Things in Retail Market Outlook by Type

10.2.2 Middle East and Africa Internet of Things in Retail Market Outlook by Application

10.3 Middle East and Africa Internet of Things in Retail Market Outlook by Country

10.3.1 Saudi Arabia Internet of Things in Retail Market Outlook, 2021- 2032

10.3.2 The UAE Internet of Things in Retail Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Internet of Things in Retail Market Outlook, 2021- 2032

10.3.4 South Africa Internet of Things in Retail Market Outlook, 2021- 2032

10.3.5 Egypt Internet of Things in Retail Market Outlook, 2021- 2032

10.3.6 Rest of Africa Internet of Things in Retail Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Accenture

Amazon Web Services

AT&T

Cisco

Google

Huawei

IBM

Intel

Microsoft

Oracle

PTC

SAP

Sierra Wireless

Software AG

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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