

IoT and Blockchain Market Size, Share, and Outlook, 2025 Report- By Type (Services, Hardware, Software, Others), By Application (Smart Contract, Data Security, Data Sharing/Communication, Asset Tracking & Management), By Component (Hardware, Software), By End-User (Supply Chain and Logistics, Automotive, Agriculture, Water Management, Others), By Blockchain (Public Blockchain, Private Blockchain), 2018-2032

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Abstracts

IoT and Blockchain Market Outlook

The IoT and Blockchain Market size is expected to register a growth rate of 45.3% during the forecast period from \$616.91 Million in 2025 to \$8434.9 Million in 2032. The IoT and Blockchain 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 IoT and Blockchain segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Services, Hardware, Software, Others), By Application (Smart Contract, Data Security, Data Sharing/Communication, Asset Tracking & Management), By Component (Hardware, Software), By End-User (Supply Chain and Logistics, Automotive, Agriculture, Water Management, Others), By Blockchain (Public Blockchain, Private Blockchain). Over 70 tables and charts showcase findings from our latest survey report on IoT and Blockchain markets.

IoT and Blockchain Market Insights, 2025

The IoT and Blockchain Market is transforming as industries integrate blockchain-secured IoT data exchanges, AI-powered decentralized identity management, and 5G-enabled real-time IoT blockchain transactions. Companies like IBM, Microsoft Azure, and VeChain are advancing blockchain-based IoT device authentication, smart contract-enabled IoT asset tracking, and AI-driven predictive maintenance powered by secure blockchain logs. The adoption of blockchain-backed decentralized IoT marketplaces, AI-powered anomaly detection in IoT blockchain networks, and real-time edge-to-blockchain data synchronization is reshaping supply chains, healthcare, and industrial automation. However, challenges such as high computational costs of blockchain-integrated IoT, regulatory uncertainties in decentralized IoT frameworks, and cybersecurity threats in AI-powered blockchain IoT ecosystems persist. Additionally, government regulations on blockchain-backed IoT data security, AI-powered IoT transaction monitoring, and 5G-enabled decentralized IoT cloud platforms are shaping the IoT and blockchain market.

Five Trends that will define global IoT and Blockchain market in 2025 and Beyond

A closer look at the multi-million market for IoT and Blockchain identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading IoT and Blockchain 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 IoT and Blockchain vendors.

What are the biggest opportunities for growth in the IoT and Blockchain industry?

The IoT and Blockchain 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.

IoT and Blockchain Market Segment Insights

The IoT and Blockchain industry presents strong offers across categories. The analytical report offers forecasts of IoT and Blockchain industry performance across segments and countries. Key segments in the industry include%li%By Type (Services, Hardware, Software, Others), By Application (Smart Contract, Data Security, Data Sharing/Communication, Asset Tracking & Management), By Component (Hardware, Software), By End-User (Supply Chain and Logistics, Automotive, Agriculture, Water Management, Others), By Blockchain (Public Blockchain, Private Blockchain). 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, IoT and Blockchain 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 IoT and Blockchain industry ecosystem. It assists decision-makers in evaluating global IoT and Blockchain market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the IoT and Blockchain 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 IoT and Blockchain 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 IoT and Blockchain 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 IoT and Blockchain 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 IoT and Blockchain market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US IoT and Blockchain market Insights%li%Vendors are exploring new opportunities within the US IoT and Blockchain industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US IoT and Blockchain 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 IoT and Blockchain market.

Latin American IoT and Blockchain 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 IoT and Blockchain 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 IoT and Blockchain 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 IoT and Blockchain markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How IoT and Blockchain 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 Amazon, Cisco Systems Inc, IBM, Intel Corp, Linux Foundation, Microsoft Corp.

IoT and Blockchain Market Segmentation

By Type

Services

Hardware

Software

Others

By Application

Smart Contract

Data Security

Data Sharing/Communication

Asset Tracking & Management

By Component

Hardware

Software

By End-User

Supply Chain and Logistics

Automotive

Agriculture

Water Management

Others

By Blockchain

Public Blockchain

Private Blockchain

Leading Companies

Amazon

Cisco Systems Inc

IBM

Intel Corp

Linux Foundation

Microsoft Corp

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.

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By Type

Services

Hardware

Software

Others

By Application

Smart Contract

Data Security

Data Sharing/Communication

Asset Tracking & Management

By Component

Hardware

Software

By End-User

Supply Chain and Logistics

Automotive

Agriculture

Water Management

Others

By Blockchain

Public Blockchain

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