

Europe Wireless Sensors - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Wireless Sensors Market is expected to register a CAGR of 23.1% during the forecast period.

Key Highlights

- The growth of the wireless sensors market is driven by the application in the various end-user industries. Manufacturers invest in R&D activities to improve the accuracy and reliability of wireless sensors. Wireless sensors are used for data monitoring and other similar functions and in building automation, military and defense, and other industries, like food and beverage and material handling.
- The key drivers influencing the wireless sensors market are the increasing need for new renewable energy development, energy sources, and other rapid technological advancements in the United Kingdom. They are also a vital component in smart grids for remote monitoring of transformers and power lines where they are put into service to monitor line temperature and weather conditions.
- Europe, which houses most automotive manufacturers, is expected to retain a substantial share in the market. The abundant availability of raw materials and the low establishment and labor costs have helped companies establish their manufacturing operations in the Asia-Pacific. It is expected that the vendors, to create an advantage of the first mover in technology transitioning, may adopt this evolution and invest in R&D according to their strategic vision.
- Many retailers and grocery stores are using wireless sensors on the floor to help employees create positive experiences for customers. Wireless push sensors can help the shoppers to indicate when cleaning is needed. Wireless air temperature devices are also assisting the superstores in monitoring refrigerators and non-cold merchandise simultaneously.
- Further, the energy and power sector has created an essential demand for wireless sensors in industrial applications. As energy conservation is increasingly important to reduce power consumption and its associated costs, accurate wireless sensors are required with appropriate wireless technologies helpful for testing devices for diesel truck emissions, wind engineering, wind

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energy systems, concerning new building design aerodynamics, ocean research, high-altitude weather research balloons, water pollution devices, smokestack mercury sampling, and atmospheric studies.

Europe Wireless Sensors Market Trends

Automotive is Expected to Hold Significant Market Share

- Automotive vehicles have undergone various changes over the last few decades. Previously, cars used to work with basic electrical systems that offered power for headlights and spark plugs. As technology progressed, cars were fitted with the latest gadgets, such as radios, alarms, and wipers. Various technological advancements have also been made for vehicles' safety, such as airbag deployment. The increase in these sensor-dependent features has driven engineers to develop more accurate sensors with automotive applications in mind.
- Currently, the two significant trends for the automotive sector are electrification and automation. The emergence of electric vehicles in the industry has dramatically impacted the demand for wireless sensors in the long term. More electric cars mean an increase in demand for sensors, a surge in sensors for used battery monitoring, and various positioning and detection of moving parts of automobiles.
- Moreover, with the increasing use of electric vehicles, technology pioneers like Qualcomm have developed efficient wireless charging technology for cars. This wireless charging technology offers convenience for users to charge their vehicles at wireless charging stations, parking lots, or at home efficiently. The company has also achieved transfer efficiency of more than 90% with a single primary base pad. The company believes that the technology can be further improved for better efficiency and more straightforward implementation in the future.
- As the use cases of sensors continue to increase in automobile applications to support ADAS, infotainment, and autonomous driving systems, the need for interface specifications is apparent. It is expected to be critical for future demand.
- As ADAS applications evolve and become more complex, there has been an increased need for effective methods to present safety alerts and other relevant information to the driver. Head-up displays (HUDs) are among the few emerging solutions for consolidating ADAS data into a centralized screen that allows the driver to keep the eyes on the road while viewing alerts and warnings that appear on the windshield time.

United Kingdom Accounts for the Largest Market Share

- Due to the increasing quest for new energy sources, renewable energy developments, government regulations, and rapid technological advancements in the wireless sensors market is growing lucratively across the country. The country provides a vital component in smart grids for remote monitoring of transformers and power lines, where they are put into service to monitor line temperature and weather conditions.
- In recent years, Sensemetrics Inc., an industrial IoT (IIoT) company, announced that it is launching its IIoT platform in the country. The initial commercial deployment of the sense metrics platform in the U.K. with 3S'TECH, an innovative structural sensing technology company. 3S'TECH connected wireless LoRa tiltmeter sensors, monitoring the Viladecans Hospital near Barcelona, Spain, to the sense metrics platform.
- Furthermore, EU research project WSA4CIP demonstrated a cost-effective solution for protecting electricity and water networks. The European research project, WSA4CIP, successfully demonstrated a wireless sensor-based solution for the cost-effective monitoring of electricity distribution networks and water networks. The WSA4CIP solution was based on a secure communication network of wireless sensors. Since February 2010, it has been successfully implemented and tested in two use cases, one in the energy sector and one in the water utility sector.

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- The country's market for Internet of Things (IoT) solutions is significantly growing, driven by solid growth in western and northern European regions. Both consumer and business IoT solutions offer promising opportunities in the area, which is expected to give the European wireless sensors market competitive advantage.
- In May 2021, Advantech has launched a certified wireless module for sensor-to-cloud connectivity for the Internet of Things (IoT) in a compact industry-standard form factor with no programming required. The IoT wireless sensor applications include cold chain/refrigerator monitoring, smart waste management, asset tracking, smart agriculture, and smart street lighting.

Europe Wireless Sensors Industry Overview

The European wireless sensor is highly competitive owing to multiple vendors providing wireless sensors to the domestic and international markets. The market appears to be moderately fragmented, and the major players with a prominent share in the market are focusing on expanding their customer base across international countries. Additionally, these companies are continuously innovating their products to increase their market share and increase their profitability. Some of the recent developments in the market are:

- January 2021 - Everactive, a technology company that builds the Internet of Things (IoT) solutions, raised USD 35 million in funding to develop its battery-free wireless sensors. The funds will be used to accelerate sales, marketing, and product development of the company's battery-free wireless sensors for industrial applications. Moreover, Everactive's end-to-end monitoring solutions are aimed at high-volume industrial assets that are currently unmonitored or under-monitored due to sheer volume.
- November 2020 - Universitat Wurzburg developed a sensor film to monitor how an aircraft and spacecraft withstand the mechanical stresses of flight. The film uses tomographic measuring methods that are not yet common in aerospace. The film functions as a circuit carrier for a wireless sensor network and can also be attached to hard-to-reach places on aircraft and spacecraft, making it flexible.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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