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IoT Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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Report description:

IoT Analytics Market Analysis

The IoT analytics market size is USD 40.60 billion in 2025 and is forecast to reach USD 110.56 billion in 2030, registering a 22.2% CAGR over the period. Rapid device proliferation, edge-AI convergence, and enterprise digital-transformation programs underpin this expansion. Enterprises are moving analytic workloads closer to connected assets, reducing latency and bandwidth costs while improving operational decisions. Demand is reinforced by predictive-maintenance success stories in asset-intensive sectors and by sustainability mandates that call for continuous performance monitoring. Competitive intensity is strengthening as cloud hyperscalers, specialist vendors, and edge-platform providers leverage partnerships and acquisitions to secure ecosystem advantages.

Global IoT Analytics Market Trends and Insights

Proliferation of IoT Devices Generating Exabyte-Scale Data

Connected-device counts are rising sharply, with global IoT endpoints expected to produce more than 175 zettabytes of data annually by 2025. Plant-level sensor arrays already emit terabytes each day, forcing enterprises to deploy analytics engines at the edge to avoid cloud-backhaul delays. Manufacturers adopting this edge-first model record 30% higher operational efficiency versus cloud-only setups. The data surge spans structured telemetry, unstructured video, and log files, prompting investment in multimodal analytic frameworks that can handle diverse payloads concurrently.

Cloud-Native Analytics Platforms Gaining Enterprise Acceptance

Scalable, pay-as-you-go services such as Microsoft Azure IoT Operations allow firms to ingest billions of daily messages while cutting infrastructure outlays by up to 60%. Zero-trust architectures and built-in threat analytics lessen security concerns, accelerating full-cloud adoption in manufacturing and logistics. Highly regulated verticals continue to blend cloud and local processing, but migration momentum remains strong as providers extend compliance toolkits.

Data-Privacy and Cross-Border Compliance Complexity

GDPR imposes stringent consent, minimization, and localization rules; non-compliance can cost 4% of global turnover. Divergent national laws force firms to maintain multiple regional data stores, inflating project budgets by up to 25%. Real-time analytics crossing borders must incorporate policy-aware routing to satisfy sovereignty mandates, slowing enterprise rollouts.

Other drivers and restraints analyzed in the detailed report include:

Predictive-Maintenance Demand Across Asset-Intensive Industries / Edge-AI Accelerators Enabling Sub-Second Analytics / Shortage of IoT Data-Science Talent Pool /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Solutions continued to dominate, accounting for 68.7% revenue in 2024. The IoT analytics market size for solutions is forecast to increase steadily, yet the services category is set to expand faster at 24.0% CAGR as firms seek managed expertise. Professional services are in high demand for protocol mapping, edge-stack tuning, and multi-cloud integration.

The talent shortfall and rising architectural complexity make external partners attractive. Managed-service contracts often bundle software, infrastructure, and outcome-based SLAs, shifting risk to providers. Security-analytics sub-segments are buoyed by expanding attack surfaces tied to connected devices.

On-premise installations held 65.4% share in 2024, reflecting control, latency, and regulatory needs. Yet cloud instances are growing at 24.1% CAGR as hyperscalers couple ingestion pipelines with serverless analytic engines. Hybrid designs route time-critical workloads to edge nodes while sending aggregated data to the cloud for batch AI.

Microsoft and Amazon lead with composable offerings, enabling enterprises to spin up digital twins and large-scale model training within minutes. Supply-chain volatility and energy-price swings underline the need for elastic compute, further pushing cloud uptake.

The IoT Analytics Market Report is Segmented by Component (Solutions and Services), Deployment (On-Premise and Cloud), Organization Size (Large Enterprises and Small and Medium Enterprises (SMEs)), Application (Predictive Maintenance, Asset Performance Management, Energy Management, and More), End-User Industry (Manufacturing, Energy and Utilities, Transportation and Logistics, Retail and E-Commerce, and More), and Geography.

Geography Analysis

Asia-Pacific delivered 35.6% of 2024 revenue, benefiting from government programs such as "Made in China 2025" and India's

Smart Cities Mission. Regional CAGR of 23.2% underscores the scale of industrial digitization, 5G rollout, and edge-AI pilots. Chinese factories deploy vision-based quality control, while Indian municipalities apply sensor networks to manage waste and traffic.

North America follows closely, with mature cloud infrastructure and early AI adoption. Enterprises integrate streaming analytics with digital-operations centers, aided by robust venture funding and university research pipelines. The region remains a test-bed for autonomous-mobility and precision-agriculture projects.

Europe posts steady growth as ESG compliance drives real-time emissions monitoring. Initiatives under the European Green Deal push utilities and manufacturers toward data-driven efficiency. Emerging markets in Latin America and the Middle East gain momentum as telecom operators extend NB-IoT and 5G coverage, enabling greenfield deployments in logistics, oil, and public safety.

List of Companies Covered in this Report:

Microsoft Corporation / Amazon Web Services, Inc. / IBM Corporation / Google LLC / Cisco Systems, Inc. / Oracle Corporation / SAP SE / Dell Technologies Inc. / The Hewlett Packard Enterprise Company / Teradata Corporation / Salesforce, Inc. / Accenture plc / PTC Inc. / Hitachi Vantara LLC / Cloudera, Inc. / Software AG / SAS Institute Inc. / Splunk Inc. / C3.ai, Inc. / Uptake Technologies Inc. / GE Digital / QlikTech International AB /

Additional Benefits:

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

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