

**IOT Sim Card Market Report by Device Type (Mini SIM, Micro SIM, Nano SIM, Embedded SIM / eSIM), by Technology (4G, LTE-M, NB-IOT, 5G), by Application (Smart Metering, Asset Tracking Logistics, Connected Vehicles, Smart Cities, Healthcare, Industrial Automation, Others), and by Region (North America, Europe, Asia-Pacific, Latin America, MEA) Forecast till 2035**

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**Report description:**

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Market Overview

The global IoT SIM card market is projected to reach USD 14,714.9 million by 2035, growing at a CAGR of 13.8% from 2025 to 2035. An IoT SIM card is a specialized SIM designed to connect Internet of Things (IoT) devices, such as sensors, vehicles, and smart meters, to cellular networks. It enables data transmission, remote monitoring, and real-time communication across different locations.

Innovations in IoT SIM cards are fueled by the increasing need for effortless global connectivity without borders. Businesses are in dire need of stable connections that can work in any environment, be it urban or wild nature. Today, IoT SIMs provide multi-network support, worldwide management, and roaming at a cheap rate. As healthcare and transportation, two sectors that are on a mission in need of a continuity of service, depend on it, these SIMs make sure by failover systems, that reliability is maintained and support hybrid connectivity for edge and cloud integration.

Key Company Development

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Thales, SIMPL, and T-Mobile collaborated in March 2025 to bring about the use of secure eSIM solutions for IoT installations and hence enhance the security of different industries. Then, in July 2025, Thales accomplished GSMA's eSIM Security Assurance certification, which represents the company's strong position in the trusted IoT connectivity area. The innovations provide the companies enhanced cybersecurity, fair in operation, and global compliance, thereby giving room for seamless IoT operations in various industries.

#### Major Players

Major competitors in the global IoT SIM card devices market are Sierra Wireless, Telit, Thales, U-Blox, Onomondo APS, G+D, Idemia, Kigen, Valid Workz, and Oasis.

#### Report Attribute Details

- Market Size 2024: USD 3,839.6 Million
- Market Size 2035: USD 14,714.9 Million
- CAGR (2025-2035): 13.8%
- Base Year: 2024
- Market Forecast Period: 2025-2035

#### Market Segmentations

- By Device Type: Mini SIM - 13.5%, Micro SIM - 13.7%.
- By Technology: 4G - 11.3%, LTE-M - 14.2%.
- By Application: Smart Metering - 12.0%, Asset Tracking Logistics - 14.9%.

#### Regional Insights

North America is home to the most mature and technologically advanced IoT SIM card market. The United States and Canada are the leaders in adoption across multiple sectors. The region's dominance is mainly due to the presence of a strong telecom infrastructure, supportive regulatory frameworks, and a willingness to invest in advanced technologies. The IoT SIM Card market in North America reached USD 824.9 million in 2024, driven by the widespread adoption of IoT solutions across industrial automation and smart city projects in the U.S. and Canada.

Europe's IoT SIM card market depends heavily on regulation. Strong cybersecurity standards and deep industrial expertise are also its features. The European Union's Digital Single Market initiative is very instrumental in the harmonious regulation and the general attractiveness of the IoT investments that arise. Europe recorded USD 415.6 million, with Germany, the UK, and France leading due to strong regulatory support and expansion of connected infrastructure.

Asia-Pacific is the market that is behind with IoT SIM cards but catching up very quickly, and this market is also similarly very diversified. Led by 5G networks, the smart cities, and industrial IoT applications, China is making the largest investments in all Asia-Pacific initiatives, such as Made in China 2025. Asia-Pacific dominated with USD 1,157.6 million, fueled by massive IoT deployments in China and Japan across manufacturing, telecom, and automotive sectors.

South America's IoT SIM card market is expanding as nations pursue digital transformation and industrial modernization. Brazil leads the region with its large manufacturing base, agricultural sector, and ongoing 5G expansion supporting IoT adoption. Smart city initiatives in cities like Sao Paulo, Buenos Aires, and Bogota are creating demand for connectivity solutions in traffic management, environmental monitoring, and public safety.

The Middle East and Africa region presents a rapidly evolving IoT SIM card market supported by economic diversification, government modernization agendas, and infrastructure development. Gulf Cooperation Council nations such as Saudi Arabia and the UAE lead adoption through ambitious projects like NEOM and Smart Dubai, which demand advanced IoT connectivity for urban management and innovation. In Africa, countries like South Africa, Nigeria, and Kenya are adopting IoT for mining, agriculture, and smart city initiatives.

#### Table of Contents:

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## TABLE OF CONTENTS

1 EXECUTIVE SUMMARY	. 18
1.1 MARKET OVERVIEW:	. 19
1.2 MARKET SEGMENTATION	. 19
1.3 COMPETITIVE LANDSCAPE	19
1.4 CHALLENGES & OPPORTUNITIES	. 19
1.5 FUTURE OUTLOOK	. 19
2 MARKET INTRODUCTION	. 21
2.1 DEFINITION	21
2.2 SCOPE OF THE STUDY	21
2.3 RESEARCH OBJECTIVE	21
2.4 MARKET STRUCTURE	22
3 RESEARCH METHODOLOGY	23
3.1 OVERVIEW	23
3.2 DATA FLOW	25
3.2.1 DATA MINING PROCESS	. 25
3.3 PURCHASED DATABASE:	. 26
3.4 SECONDARY SOURCES:	27
3.4.1 SECONDARY RESEARCH DATA FLOW:	. 28
3.5 PRIMARY RESEARCH:	. 29
3.5.1 PRIMARY RESEARCH DATA FLOW:	. 30
3.5.2 PRIMARY RESEARCH: NUMBER OF INTERVIEWS CONDUCTED	. 31
3.5.3 PRIMARY RESEARCH: REGIONAL COVERAGE	31
3.6 APPROACHES FOR MARKET END USER ESTIMATION:	. 32
3.6.1 REVENUE ANALYSIS APPROACH	32
3.6.2 DATA FORECASTING	. 32
3.6.3 DATA FORECASTING TECHNIQUE	33
3.7 DATA MODELING	34
3.7.1 MICROECONOMIC FACTOR ANALYSIS:	. 34
3.7.2 DATA MODELING:	. 35
4 MARKET DYNAMICS	37
4.1 INTRODUCTION	. 37
4.2 MARKET TRENDS AND GROWTH AFFECTING FACTORS	. 38
4.2.1 MARKET TRENDS	. 38
4.2.2 GROWTH-AFFECTING FACTORS	39
4.3 DRIVERS	. 40
4.3.1 INCREASING ADOPTION OF IOT DEVICES	. 40
4.3.2 GROWING DEMAND FOR SEAMLESS CONNECTIVITY	41
4.3.3 EXPANSION OF SMART CITY INITIATIVES	41
4.3.4 RISING INDUSTRIAL AUTOMATION AND IOT SOLUTIONS	42
4.3.5 ADVANCEMENTS IN NETWORK TECHNOLOGIES (E.G., 5G)	. 42
4.4 RESTRAINTS	43
4.4.1 HIGH COST OF IOT SIM CARDS	. 43
4.4.2 REGULATORY AND COMPLIANCE CHALLENGES	. 44
4.4.3 SECURITY CONCERNS AND VULNERABILITIES	44
4.4.4 LIMITED INTEROPERABILITY AMONG DEVICES	. 45
4.4.5 FRAGMENTED MARKET WITH DIVERSE STANDARDS	. 45

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4.5 OPPORTUNITIES	. 46
4.5.1 EMERGENCE OF EDGE COMPUTING SOLUTIONS	. 46
4.5.2 GROWTH OF SUBSCRIPTION-BASED IOT SERVICES	47
4.5.3 INTEGRATION OF AI AND MACHINE LEARNING IN IOT APPLICATIONS	. 47
4.5.4 INCREASED INVESTMENT IN CYBERSECURITY FOR IOT NETWORKS	. 48
4.5.5 PARTNERSHIPS AND COLLABORATIONS AMONG TELECOM PROVIDERS AND IOT SOLUTION FIRMS	. 48
4.6 IMPACT ANALYSIS OF COVID-19	49
4.6.1 IMPACT ON OVERALL ICT	. 49
4.6.2 IMPACT ON GLOBAL IOT SIM CARD MARKET	. 49
4.6.3 IMPACT ON SUPPLY CHAIN OF IOT SIM CARD MARKET	. 50
4.6.4 IMPACT ON MARKET DEMAND OF IOT SIM CARD MARKET	. 50
4.6.5 IMPACT ON PRICING OF IOT SIM CARD MARKET	51
4.6.6 IMPACT OF ONGOING WARS ON IOT SIM CARD MARKET	. 52
4.6.7 IMPACT OF TARIFF WAR ON IOT SIM CARD MARKET	. 52
5 MARKET FACTOR ANALYSIS	54
5.1 SUPPLY CHAIN ANALYSIS	. 54
5.1.1 RAW MATERIAL & COMPONENT SUPPLIERS (UPSTREAM)	. 54
5.1.2 SIM CARD & ESIM MODULE PRODUCERS (MIDSTREAM)	. 54
5.1.3 NETWORK OPERATORS & CONNECTIVITY PLATFORM PROVIDERS	55
5.1.4 IOT DEVICE OEMS & SYSTEM INTEGRATORS	55
5.1.5 DISTRIBUTORS & VALUE-ADDED RESELLERS (VARs)	55
5.1.6 END USERS (DOWNSTREAM)	. 55
5.2 PORTER'S FIVE FORCES MODEL	. 55
5.2.1 BARGAINING POWER OF SUPPLIERS	. 56
5.2.2 BARGAINING POWER OF BUYERS	57
5.2.3 THREAT OF NEW ENTRANTS	. 57
5.2.4 THREAT OF SUBSTITUTES	57
5.2.5 INTENSITY OF RIVALRY	58
6 GLOBAL IOT SIM CARD MARKET, BY SIM TYPE	60
6.1 INTRODUCTION	. 60
6.2 MINI SIM	61
6.3 MICRO SIM	61
6.4 NANO SIM	. 62
6.5 EMBEDDED SIM / ESIM	62
7 GLOBAL IOT SIM CARD MARKET, BY TECHNOLOGY	63
7.1 INTRODUCTION	. 63
7.2 4G	. 64
7.3 LTE-M	. 64
7.4 NB-IOT	65
7.5 5G	65
8 GLOBAL IOT SIM CARD MARKET, BY APPLICATION	. 66
8.1 INTRODUCTION	. 66
8.2 SMART METERING	67
8.3 ASSET TRACKING & LOGISTICS	67
8.4 CONNECTED VEHICLES	68
8.5 SMART CITIES	. 68
8.6 HEALTHCARE	69

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8.7 INDUSTRIAL AUTOMATION	. 70
8.8 OTHERS	70
9 GLOBAL IOT SIM CARD MARKET, BY REGION	. 72
9.1 OVERVIEW	72
9.2 NORTH AMERICA	. 73
9.2.1 US	75
9.2.2 CANADA	76
9.3 EUROPE	78
9.3.1 GERMANY	82
9.3.2 UNITED KINGDOM	83
9.3.3 FRANCE	. 84
9.3.4 RUSSIA	85
9.3.5 ITALY	. 86
9.3.6 SPAIN	. 87
9.3.7 POLAND	. 88
9.3.8 REST OF EUROPE	89
9.4 ASIA PACIFIC	. 91
9.4.1 CHINA	. 95
9.4.2 INDIA	96
9.4.3 JAPAN	97
9.4.4 SOUTH KOREA	. 98
9.4.5 MALAYSIA	99
9.4.6 THAILAND	. 100
9.4.7 INDONESIA	. 101
9.4.8 REST OF APAC	. 102
9.5 SOUTH AMERICA	. 104
9.5.1 BRAZIL	. 107
9.5.2 MEXICO	. 108
9.5.3 ARGENTINA	. 109
9.5.4 REST OF SOUTH AMERICA	110
9.6 MIDDLE EAST & AFRICA	111
9.6.1 GCC COUNTRIES	113
9.6.2 SOUTH AFRICA	. 114
9.6.3 REST OF MEA	. 115
10 COMPETITIVE LANDSCAPE	117
10.1 INTRODUCTION	. 117
10.2 COMPETITION DASHBOARD	. 117
10.2.1 PRODUCT PORTFOLIO	118
10.2.2 REGIONAL PRESENCE	119
10.2.3 STRATEGIC ALLIANCES	119
10.2.4 INDUSTRY EXPERIENCE	119
10.3 WHO ARE THE MAJOR DISRUPTORS & INNOVATORS	. 119
10.4 WHAT STRATEGIES ARE BEING ADOPTED BY MARKET LEADERS	119
10.5 KEY DEVELOPMENTS & GROWTH STRATEGIES	120
10.5.1 KEY DEVELOPMENTS	120
11 COMPANY PROFILES	125
11.1 SIERRA WIRELESS	. 125

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11.1.1 COMPANY OVERVIEW	. 125
11.1.2 PRODUCTS OFFERED	. 126
11.1.3 KEY DEVELOPMENTS	126
11.1.4 SWOT ANALYSIS	128
11.1.5 KEY STRATEGY	. 128
11.2 TELIT	129
11.2.1 COMPANY OVERVIEW	. 129
11.2.2 PRODUCTS OFFERED	. 130
11.2.3 KEY DEVELOPMENTS	130
11.2.4 SWOT ANALYSIS	131
11.2.5 KEY STRATEGY	. 132
11.3 THALES	133
11.3.1 COMPANY OVERVIEW	. 133
11.3.2 FINANCIAL OVERVIEW	134
11.3.3 PRODUCTS OFFERED	. 134
11.3.4 KEY DEVELOPMENTS	135
11.3.5 SWOT ANALYSIS	135
11.3.6 KEY STRATEGY	. 136
11.4 U-BLOX	. 137
11.4.1 COMPANY OVERVIEW	. 137
11.4.2 FINANCIAL OVERVIEW	138
11.4.3 PRODUCTS OFFERED	. 138
11.4.4 KEY DEVELOPMENTS	139
11.4.5 SWOT ANALYSIS	140
11.4.6 KEY STRATEGY	. 140
11.5 ONOMONDO APS	. 141
11.5.1 COMPANY OVERVIEW	. 141
11.5.2 PRODUCTS OFFERED	. 142
11.5.3 KEY DEVELOPMENTS	142
11.5.4 SWOT ANALYSIS	144
11.5.5 KEY STRATEGY	. 144
11.6 GIESECKE+DEVRIENT (G+D)	. 145
11.6.1 COMPANY OVERVIEW	. 145
11.6.2 PRODUCTS OFFERED	. 146
11.6.3 KEY DEVELOPMENTS	146
11.6.4 SWOT ANALYSIS	147
11.6.5 KEY STRATEGY	. 147
11.7 IDEMIA	. 148
11.7.1 COMPANY OVERVIEW	. 148
11.7.2 PRODUCTS OFFERED	. 149
11.7.3 KEY DEVELOPMENTS	149
11.7.4 SWOT ANALYSIS	150
11.7.5 KEY STRATEGY	. 150
11.8 KIGEN	151
11.8.1 COMPANY OVERVIEW	. 151
11.8.2 PRODUCTS OFFERED	. 151
11.8.3 KEY DEVELOPMENTS	152

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11.8.4 SWOT ANALYSIS	154
11.8.5 KEY STRATEGY	. 154
11.9 VALID WORKZ (TRASNA)	155
11.9.1 COMPANY OVERVIEW	. 155
11.9.2 PRODUCTS OFFERED	. 156
11.9.3 KEY DEVELOPMENTS	157
11.9.4 SWOT ANALYSIS	158
11.9.5 KEY STRATEGY	. 158
11.10 OASIS	159
11.10.1 COMPANY OVERVIEW	. 159
11.10.2 PRODUCTS OFFERED	. 160
11.10.3 KEY DEVELOPMENTS	160
11.10.4 SWOT ANALYSIS	161
11.10.5 KEY STRATEGY	. 162
11.11 DATA CITATIONS	. 163

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