

Global IoT Services Revenue to Reach \$78 Billion in 2020, According to VDC Research

New report shows market poised to explode as installed base of connected products rises

Natick, MA (PRWEB) June 18, 2015

Internet of Things (IoT) services revenue is expected to rise from \$9.1 billion worldwide in 2014 to \$78.2 billion in 2020, a compound annual growth rate of 43.2%, according to VDC Research (click here for more info). Such rapid growth of IoT services is enabled by the increase in cumulative installed base of Internet-connected devices—including those retrofitted with connectivity via gateways.

IoT-specific services include connectivity, device monitoring and control, data collection and storage, and data analytics. These services are provided by a wide variety of vendors who offer horizontal infrastructure and platforms, and/or vertical market expertise. Industrial automation is currently the largest market for IoT services, but automotive/transportation and medical/healthcare are the fastest growing sectors.

“Major companies from many technology fields are jockeying fiercely for early market positions because they see IoT services both as a growing, long-term source of direct revenues and as a pathway to incremental sales of their full ranges of products,” notes Steve Hoffenberg, Director of IoT & Embedded Technology at VDC Research. “IoT services enable vendors to keep a foot in the door of their customers.”

About VDC Research

Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC’s coverage of AutoID, enterprise mobility, industrial automation, and IoT and embedded technologies is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultation, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none.

