



# M2M Platform Market In Western Europe 2016-2020

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This market research report presents a comprehensive segmentation of the M2M platform market in Western Europe by application type (consumer electronics, automotive, healthcare, energy and utilities, transport and logistics, manufacturing, and others). The report further provides a market share analysis of the leading companies in the market such as Comarch, Gemalto, PTC, Sierra Wireless, and Wipro.

## Market outlook of M2M platform in Western Europe

Market research analyst predicts the machine-to-machine (M2M) platform market in Western Europe (WE) to grow at a CAGR of over 20% during the forecast period. The increasing adoption of embedded SIMs is the primary growth driver for this market. Embedded SIMs provide benefits, including streamlining of the manufacturing process for mass volumes, low production and distribution cost, and low power consumption. Companies such as Apple and Samsung sealed an agreement with GSMA to adopt the GSMA eUICC SIM, and many other companies are lined up to adopt the embedded SIM technology, which is likely to heighten the growth of the M2M platform market in WE over the next five years.

The facilitation of new revenue streams is another major factor that is anticipated to drive market growth during the forecast period. M2M integrators charge for services such as solution design and development, deployment and integration, and lifecycle management. Leading solution providers such as Gemalto are offering a performance-linked payment structure, which helps generate revenue by helping customers achieve their business objective with connected deployments.

## Application type segmentation and analysis of the M2M platform market in WE

- Consumer electronics
- Automotive
- Healthcare
- Energy and utilities
- Transport and logistics
- Manufacturing
- Others

The consumer electronic segment occupied the largest share in the M2M platform market with about 26% of the total market share. M2M is incorporated in consumer electronic devices such as cameras, gaming consoles, health monitors, personal trackers, and eReaders as the technology improves functionality and has a positive effect on the overall consumer experience.

## Competitive landscape and Key Vendors

The use of M2M or IoT solutions is gaining popularity in industries such as healthcare, automotive, transportation, retail, manufacturing, and energy, hence it offers a wide opportunity for vendors to usher in innovative and advanced solutions into the market to attract the consumers. As a result, the market is witnessing a foray of many new entrants with innovative M2M and cloud-based platforms, thereby, increasing the competition in the market.

The top vendors in the market are -

Comarch

Gemalto

PTC

Sierra Wireless

Wipro

Other prominent vendors in the market include Aeris, Antenova M2M, Cellubi, Deutsche Telekom, Kerlink, Mavoco, Mobistar, TeliaSonera, Transatel M2M, Vodafone, and Wyless.

Growth drivers, challenges, and upcoming trends: M2M platform

Market research analysts highlight upcoming trends such as the advent of 3D printing and its rapid adoption by consumers and manufacturers due to factors such as improving the performance of additive manufacturing machinery, the decline in the prices of printers and materials, and expansion in the range of materials.

This report provides a number of factors contributing to the adoption, limitations, and opportunities of the M2M platform market in WE. It also offers an analysis of each factor and an estimation of the extent to which the factors are likely to impact the overall market growth.

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