

IoT is moving to center stage

Key findings from the 2025 IoT Market Insights Report

For more and more companies, Internet of Things (IoT) is becoming an asset that drives revenue and return on investment. The 2025 Verizon IoT Market Insights Report is based on a survey of 500 companies that gauges how they are leveraging new technologies such as artificial intelligence (AI), partnerships and broad-spectrum connectivity to incorporate IoT into their workflows.

Check out these highlights from the report.

Cellular IoT is going

big.

8% → 27%

While 8% of cellular IoT deployments were expected to exceed 10,000 devices in 2025, that figure is projected to more than triple to 27% in 2026.

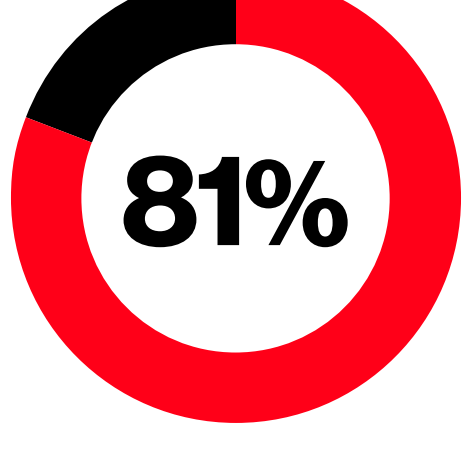
66%

Two-thirds (66%) of surveyed organizations surveyed already have a cellular IoT deployment in place and operational.

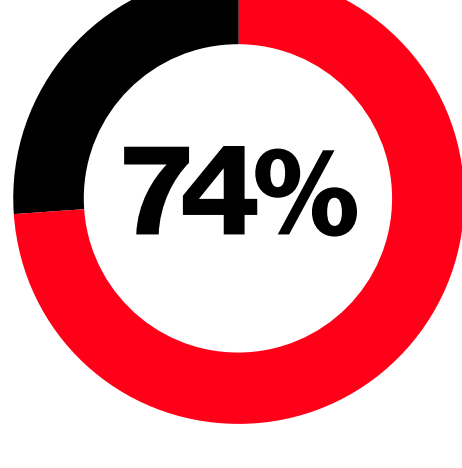
98%

Of the 500 enterprises surveyed, nearly all of them (98%) expect meaningful benefits from their IoT deployment within two years. Long term, the adoption of other technologies, such as network slicing and satellite connectivity, will only strengthen the strategic importance of IoT.

Now deploying: 5G IoT technology



A large majority of surveyed organizations (81%) in the midst of an IoT deployment see value in 5G.



A large number of surveyed enterprises (74%) stated 5G reduced capability (RedCap) or enhanced RedCap (eRedCap) is featured in their IoT deployment road map.



AI puts IoT into overdrive.

70%

AI has accelerated IoT investments and deployments for 70% of surveyed companies ...

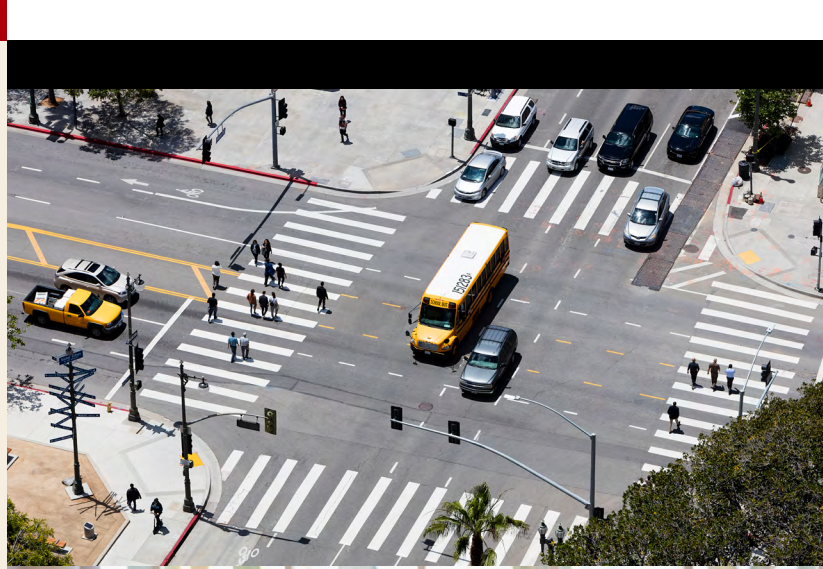
84%

... and 84% identify AI as a fundamental enabling technology for their IoT projects – not merely an adjacent capability.

AI sees the bigger picture.

82%

For many surveyed companies (82%), combining AI capabilities with camera and video data is a powerful way to glean insights to make timely decisions.



Security is the foundation of IoT.

43%

For a significant portion of surveyed companies (43%), cybersecurity is their biggest challenge in implementing IoT.

Making inroads everywhere

Automotive

94%

Almost all automotive original equipment manufacturers (OEMs) agree (94%) agree that 5G delivers the speed and bandwidth they need.

Manufacturing and warehousing

59%

More than half of the respondents in this sector (59%) cited cost savings as the key driver for IoT deployments.

Energy and utilities

40%

Respondents from this sector selected renewable energy management (40%) and energy storage optimization (38%) as emerging IoT use cases.

Healthcare

56%

A majority of healthcare respondents (56%) reported using IoT for remote patient monitoring.

Transportation

72%

IoT is already rolling in transportation. A large majority of respondents (72%) said they currently have IoT deployed for fleet management.

Retail

83%

Personalized customer experiences is the largest cited IoT application that is currently or will be deployed by retail respondents (83%).

Hospitality

40%

Hospitality respondents want IoT to help with personalized guest experiences (40%) and predictive maintenance (40%).

Logistics and supply chain

44%

Key IoT applications respondents plan to leverage in this sector are warehouse automation (44%) and predictive maintenance (44%).



IoT holds the potential for enormous success, and its expansion is accelerating. To take a deeper dive into IoT trends and learnings, read the complete 2025 IoT Market Insights Report.

And if you're ready to take the next step in your IoT journey, contact your Verizon Representative. We are the right partner to help with a wide range of IoT needs, such as global secure connectivity, end-to-end solutions, IoT device certification and more. Together, we can build more visibility and resiliency across your deployments.

Sign up to receive the report at [verizon.com/business/iot](https://www.verizon.com/business/iot).

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