loT 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 loT is going

Two-thirds (66%) of surveyed organizations surveyed already

have a cellular IoT deployment in place and operational.

While 8% of cellular IoT deployments were expected to exceed 10,000 devices in 2025, that figure is projected

 $6 \rightarrow 27\%$

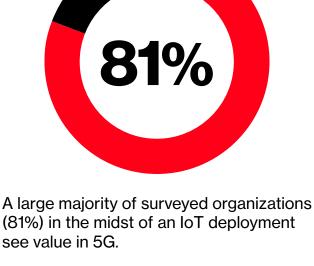
to more than triple to 27% in 2026.

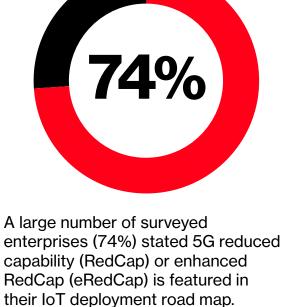
Of the 500 enterprises surveyed, nearly all of them (98%) expect meaningful

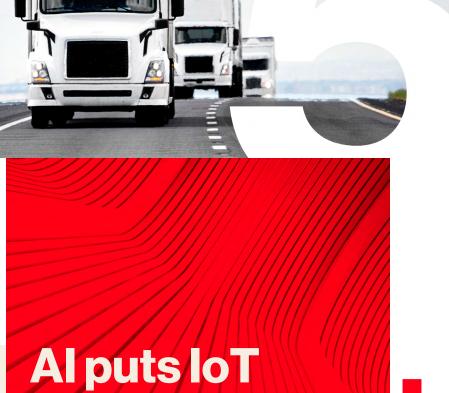
benefits from their IoT deployment within two years. Long term, the adoption of other technologies, such as network slicing and satellite connectivity, will only strengthen the strategic importance of IoT.

5G IoT technology

Now deploying:







into over inve

Al has accelerated IoT investments

and deployments for 70% of

surveyed companies ...



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

Alsees

picture.

the bigger

Security is the foundation of loT.

For a significant portion of surveyed companies (43%), cybersecurity is their biggest

challenge in implementing IoT.

Manufacturing and warehousing

More than half of the respondents in this

56%

A majority of healthcare respondents

(56%) reported using IoT for remote

driver for IoT deployments.

sector (59%) cited cost savings as the key

Making inroads everywhere **Automotive**

Almost all automotive original equipment manufacturers (OEMs) agree (94%)

agree that 5G delivers the speed and

Respondents from this sector selected renewable energy management (40%)

and energy storage optimization (38%)

Energy and utilities

Transportation

bandwidth they need.



IoT is already rolling in transportation.

said they currently have IoT deployed for fleet management. Hospitality

A large majority of respondents (72%)

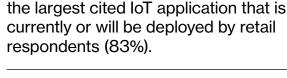
Hospitality respondents want IoT to help with personalized guest experiences (40%) and predictive maintenance (40%).



as emerging IoT use cases. Retail

patient monitoring.

Healthcare



Personalized customer experiences is

Logistics and supply chain

automation (44%) and predictive

maintenance (44%).

Key IoT applications respondents plan to leverage in this sector are warehouse

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.



© 2025 Verizon. OGIFG6981025

