CANADIAN
INTERNET OF THINGS SERVICES
MARKET REPORT

2021 EDITION

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ABOUT THIS REPORT

The *Canadian Internet of Things (IoT) Services Market Report, 2021 Edition* is NBI/Michael Sone Associates' fourth report examining the enterprise Canadian IoT services market. The IoT market, globally and in Canada, specifically, encompasses a complex ecosystem that includes IT companies, platform providers, equipment vendors, device manufacturers, networking companies, wireless service providers, start-ups, and systems integrators. This report focuses on IoT services offered by the three major Canadian wireless carriers - Bell, Rogers, and TELUS - and provincial provider SaskTel; we have included in-depth profiles for each in Section 4. In Section 3, we have also included profiles on the two prevalent IoT management platform providers – Cisco and Ericsson – which describe their IoT platform offerings in Canada.

Section 1, **Market Overview & Analysis**, provides a detailed look at the developments and trends within the IoT market and their relevance to Canada. We detail the importance of advanced networking and connectivity media (e.g., licensed and unlicensed LPWAN, 5G and other technologies) and explore the integral role of data in enabling IoT ecosystems and helping to engender increased functionalities. We also highlight the notable solutions available in the Canadian market and assess & analyze the importance of IoT security.

In Section 2, **Quantitative Market Overview**, we have measured the Canadian IoT industry by number of connections and revenues, providing estimates and projections of size and provider market share for the 2019 – 2022 period.

This report should be used in conjunction with our recently published **Canadian Managed Security Services Market Report, 2020 Edition**, and **Canadian Mobile Wireless Communications & 5G Services Market Report, 2021 Edition**.