



# IoT Platforms in Smart Commercial Buildings 2025 to 2030

TOTAL IOT MARKET SIZING & COMPETITIVE LANDSCAPE

**Published:** Q2 2025

# IoT Platforms in Smart Buildings 2025



memoori

Synopsis

## IoT Platforms in Smart Buildings 2025

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Our analysis provides clarity on the fragmented IoT platforms ecosystem, examining the architectural evolution, competitive positioning, and strategic roadmaps of key vendors through 2030. With detailed market forecasts across three scenarios and actionable recommendations tailored to different stakeholder groups, this report delivers the strategic intelligence needed to capitalize on emerging technologies and align technology investments with measurable business outcomes.

The research includes 3 spreadsheets AND a presentation file with high-resolution versions of the charts. It is the 2nd in our 2025 series of IoT reports, with the 1st on [IoT Devices](#). The research is included in our [2025 Enterprise Subscription Service](#).



To help navigate the fragmented and rapidly evolving market for BIoT platform solutions, this report provides two key resources: a high-level mapping of the IoT platform ecosystem and a structured platform comparison presented in Appendix A. While we conducted a broad and systematic survey of the market, it is important to note that the Ecosystem Map is not intended to include every single vendor.

It should be noted that many vendors could arguably fit into multiple segments, depending on how their portfolios and go-to-market strategies are interpreted. **For the purposes of this mapping, Memoori has placed each platform into the segment that we assess best reflects its primary strategic positioning and platform functionality.**

## Key Questions Addressed About IoT Platforms

**What key capabilities should organizations look for when evaluating IoT platforms?** Look for open architectures to prevent vendor lock-in, independent data layers for vendor-neutral integration, and robust security protocols. Despite the trend toward unified platforms from major vendors, no single provider offers comprehensive solutions across all building systems. Organizations should prioritize interoperability and modular approaches that allow best-of-breed solutions to work together effectively.

**How is AI transforming building operations beyond the marketing hype?** AI is moving from theory to practice in three obvious areas: occupancy prediction that enables proactive HVAC adjustments before spaces fill, fault detection algorithms that identify equipment failures days before traditional methods, and autonomous energy optimization that reduces consumption by 15-25%. Companies like BrainBox AI are being acquired specifically for these capabilities. However, the market remains fragmented between genuinely AI-driven platforms and those merely offering rule-based automation rebranded as "artificial intelligence."

**What does recent M&A activity reveal about the competitive landscape?** The \$16.8 billion in M&A transactions since 2023 shows traditional OEMs positioning digital platforms at the center of future revenue models. Corporate buyers like Trane and Schneider Electric are dominating acquisitions, while investment is concentrating among well-capitalized platforms aligned with sustainability trends. Smaller vendors face growing pressure to differentiate through specialized functionality or different business models to compete against integrated platforms.

**For only USD \$3,000 (Enterprise Wide License), this report provides valuable information to companies so they can improve their strategic planning exercises AND look at the potential for developing their business.**

## Who Should Buy This Report?

For building owners, technology providers, and investors, understanding this evolving landscape has become essential for maintaining a competitive advantage in an increasingly complex market.

### The Global Market for the Internet of Things in Smart Buildings – Projection Scenarios

\$Bn, 2022–2030



The report projects the global Building IoT market will grow from \$64.1 billion in 2024 to \$101.0 billion by 2030 (7.87% CAGR) under our baseline scenario, significantly lower than historical growth rates of 10–16%. We've developed three distinct projection scenarios to account for unprecedented macroeconomic uncertainty: Positive Outlook (9.48% CAGR), Baseline Projection (7.87% CAGR), and Negative Outlook (5.59% CAGR). Data Integration, Analytics & Software represents the largest and fastest-growing category (9.53% CAGR), indicating a market increasingly focused on software-defined value rather than hardware.

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## How to Order

The report is priced at **\$3,000 USD (Enterprise License)**. It is delivered as an electronic file download, via email.

To order, or if you require further information please contact; **James McHale** - [jim@memoori.com](mailto:jim@memoori.com) / +46 76 190 3777

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**<https://memoori.com/portfolio/iot-platforms-smart-commercial-building-2025/>**

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