

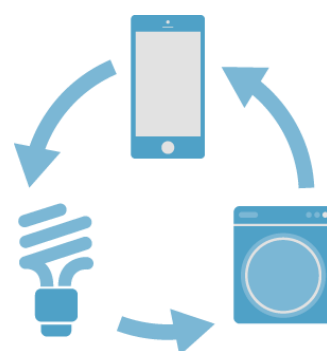


Emerging Trends in IoT

By 2020, it is estimated that there will be over 30 billion IoT devices. What are the top trends* emerging in IoT that will affect consumers and businesses going forward?

1

Smart devices
WILL
Become more
commonplace



Smart home systems and devices are going to become increasingly connected, and much more common. By 2020, the consumer electronics industry is **expected to exceed 2 trillion dollars**, doubling the value since 2014.

2

IoT in the healthcare
industry
will grow



According to **research from Frost and Sullivan**, Internet of Medical Things industry is expected to reach \$72 billion by 2021. Patients are now able to wear IoT health monitors and devices and use virtual assistants to monitor their health at home – allowing doctors to remotely check blood sugar levels and heart monitors, and take preventive action if necessary.

3

More marketers
Will use
IoT



In 2018, there was an increase in connected devices used in marketing campaigns. As IoT shifts to mobile-first, and as more products hit the market, marketers will begin testing different opportunities to advertise using smart devices.

4

There will be
An increase
In security
concerns



IBM reported that criminal IoT compromises have exploded by 600% since 2017. IoT devices often do not come equipped with the kind of security features you have on your computer – in 2018 this began to change.



Bonus Trends – You'll see more IoT in retail
IoT will become more mobile-friendly

To learn about PlumChoice white label IoT Support Services,
visit www.plumchoice.com

* HubSpot marketing