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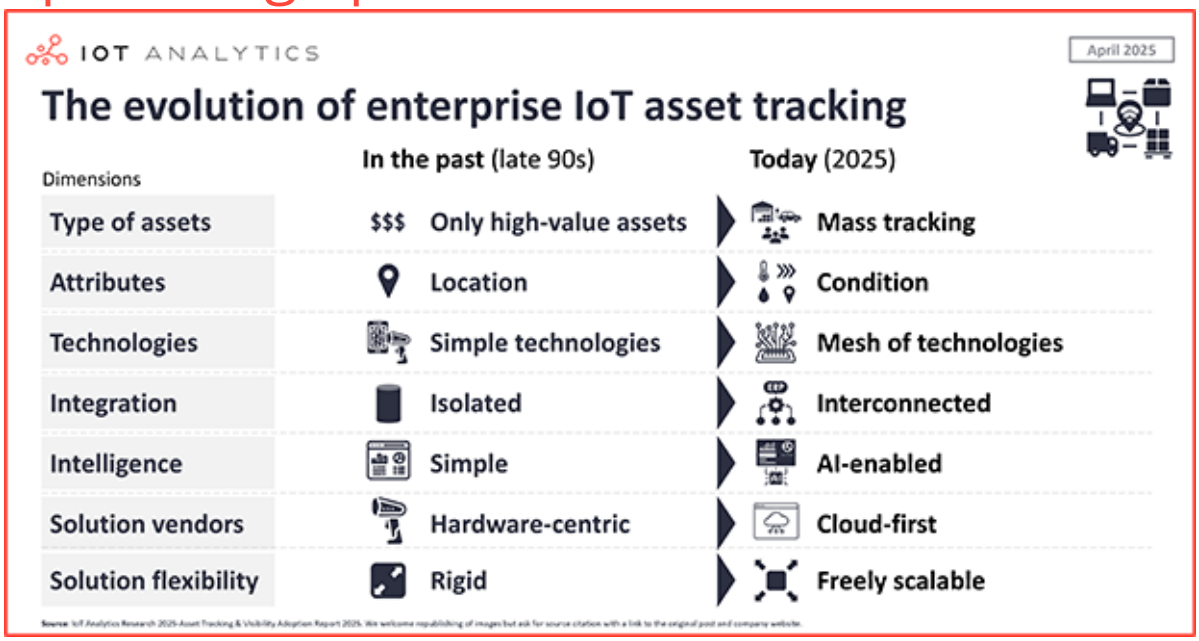
FOR IMMEDIATE RELEASE

The evolution of enterprise IoT asset tracking: From locating assets to optimizing operations



[Hamburg, Germany] – [April 16, 2025] – Asset tracking has become an integral part of enterprise operations, with large firms tracking over 166,000 assets daily, according to IoT Analytics' IoT Asset Tracking & Visibility Adoption Report 2025.

The report, based on a survey of 100 enterprises across the manufacturing, retail, and construction sectors, highlights the evolution of asset tracking solutions. The accompanying research article outlines developments across seven key dimensions: (1) asset types, (2) tracked attributes, (3) technologies used, (4) enterprise application integration, (5) intelligence capabilities, (6) vendor landscape, and (7) solution scalability.

Over the years, IoT asset tracking has progressed from isolated, single-technology applications to integrated solutions that leverage a mesh of technologies and a broad range of asset attributes. While the space has attracted hundreds of new vendors, the market remains highly fragmented. Enterprise integration is cited as the leading challenge among adopters, and true end-to-end supply chain visibility remains uncommon.

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Key insights:

- Asset tracking has become an integral part of enterprise operations, with large firms tracking over 166,000 assets daily, according to IoT Analytics' IoT Asset Tracking & Visibility Adoption Report 2025.
- Enterprise IoT asset tracking has evolved across 7 dimensions: 1) asset type, 2) attributes tracked, 3) technologies used, 4) enterprise application integration, 5) intelligence provided, 6) vendor solutions, and 7) solution flexibility.
- Despite technological progress and growing adoption, the market remains fragmented, with persistent challenges—particularly around system integration and achieving true end-to-end supply chain visibility.

Select analyst quotes:

Knud Lasse Lueth, CEO at IoT Analytics, comments that "*Enterprise asset tracking has become one of the most widely adopted IoT applications, with 3.8 billion IoT devices being tracked in 2024. Our latest research shows that asset tracking is no longer just about location data—many technologies are now integrated into enterprise systems, enabling data-driven decision-making across the supply chain*."

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For further reading please visit:

www.iot-analytics.com/research-blog

About IoT Analytics

IoT Analytics, founded and operating out of Germany, is a leading global provider of market insights and strategic business intelligence for the IoT, AI,

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Cloud, Edge, and Industry 4.0.
Our key workstreams across the tech stack include IoT applications, IoT platforms and software, IoT connectivity and hardware, and industrial IoT.
We are trusted by 1000+ leading companies around the world for our market insights, including globally leading software, telecommunications, consulting, semiconductor, and industrial players.

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