



Market Sizing in an Overheated Economy

Dive into the right opportunities with confidence



We are in a period of uncertainty; many organizations are suffering from disruptions in supply chains, rising inflation, energy price spikes, climate change, and an economic recession. In today's turbulent global economy, resilience and agility are crucial.

Macro, Micro and Technology Currents Affecting Your Business

Tailwinds

- Consumer Demand
- Digital Innovation
- Government Stimulus

Headwinds

- Pandemic
- Skills Shortage
- Supply Chain Constraints
- Geopolitics

Crosswinds

- Changing Stakeholder Expectations
- Digital Sovereignty
- Cybersecurity
- Ecosystem Disruptions

Navigating the Winds of Change

In some cases, the understanding of buyer priorities that informed plans in the past is becoming obsolete. Setting aside these assumptions and ensuring that your market knowledge is accurate and current is essential to overcoming this challenge.



You Must Answer These Questions:



HOW DOES THE CRISIS IMPACT MY BUSINESS?

- What is the impact of lockdown on demand for my IT products or services?
- What is the extent of impact on the industries into which I sell?
- How does the crisis affect different buyers I target?



HOW IS THE MARKET RESPONDING?

- How have buyer priorities changed?
- How are digital transformation projects and spending affected?
- How does a buyer's digital maturity influence their response to the crisis?



HOW DO I NEED TO ADAPT?

- How do my go-to-market plans need to be adjusted?
- How can I quantify changes in buyer sentiment for the market segments that are most relevant to me?
- How do I adapt my messaging to speak to what's foremost on buyers' minds?

Framework: Market Sizing and Assessment

Using IDC's market sizing and assessment approach, you can create a resilient plan for responding to change and taking advantage of new opportunities.



Tech vendors like you have relied on IDC for reliable and credible third-party data for growth and recovery planning.

Together, we can:

- Ensure your teams are capable of adapting to new conditions across all job functions
- Develop, retain, renew, and optimize relationships with customers, suppliers, and partners in a time of crisis
- Effectively respond to new threats by learning from the past and predicting the future



Gain a fresh understanding of how markets are responding to the crisis, how that affects your business, and how you need to adapt your strategy.

To learn more about IDC's Custom Analytics practice,
contact us today: <https://bit.ly/custom-analytics-eu>

