

Japan 3rd Platform and Digital Strategies by Vertical (Japanese Version with Key English Language Reports)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Japan 3rd Platform and Digital Strategies by Vertical (Japanese Version with Key English Language Reports)* conducts research and analysis on the 3rd Platform market in Japan and domestic companies' digital business trends based on sustainability-oriented, digital-first business strategies by industry. This service classifies the forecast of the 3rd Platform market in Japan into 21 industries such as manufacturing, retail, finance, government, and healthcare. In addition, we investigate/analyze the specific trends of user companies involved in digital business. In 2024, the service deals with digital business (DB) solutions for public sector as the theme of vendor trend analysis of industry-specific solutions. In addition, focusing on the initiatives of organizations to scale digital business in specific industries — such as "digital business trends of manufacturing", "digital business trends of financial sector," and "digital business trends of public sector" — the service researches and analyzes the trends of organizations' efforts in Japan. Through these, the service supports the industrial-oriented business strategies of IT vendors that develop digital technologies such as the 3rd Platform/innovation accelerator.

Markets and Subjects Analyzed

- 3rd Platform market spending trends
- Digital business innovation accelerator trends by vertical
- Digital business use case development trends by vertical
- Initiative trends to scale digital business in specific industries and business opportunities for IT vendors
- Vendor trend analysis of industry-specific solutions

Core Research

- Japan 3rd Platform Forecast by Vertical Segment and Company Size
- Japan Digital Business Trends by Vertical Segment
- Japan Vendor Trends of Digital Business Solutions for Public Sector
- Japan Digital Business Trends of Manufacturing
- Japan Digital Business Trends of Financial Sector
- Japan Digital Business Trends of Public Sector
- IDC FutureScape: Worldwide Manufacturing Product and Service Innovation Predictions — Japan Implications
- IDC FutureScape: Worldwide Manufacturing Product and Service Innovation Predictions — Japan Implications — Positioning for Success — Opportunities for Tech Sales and Marketing Leaders
- Japan End-User Survey on Digital Business Trends and Challenges by Vertical

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan 3rd Platform and Digital Strategies by Vertical \(Japanese Version with Key English Language Reports\)](#).

Key Questions Answered

1. What are the growth differences in the 3rd Platform market by industry?
2. What kind of market opportunities and challenges are there for what vendors in the digital business solution market?
3. What digital business use cases are evolving in which industries?
4. What business opportunities do IT vendors have when their customers in specific industries to scale digital business?

Companies Analyzed

This service considers solution vendors providing digital business solution for public sector.