

Canadian Vertical Markets

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Future industries are characterized by large-scale, interconnected, technology-enabled relationships between enterprises from previously fragmented, unconnected, or even unrelated industries. These industries are responding to competitive pressure from digital disruptors, disintermediation, or the opportunities that are being created from scaled connecting technologies such as AR/VR, AI, cloud, 5G, and blockchain.

Future industries connect and operate via shared, open, dynamic, and agile innovation platforms that create a hyperconnected, large-scale community that at its core provides innovative methods of delivering amplified value to consumers.

Industry-specific strategies offer IT providers the ability to differentiate themselves, enhance margins, and establish longer-lasting, deeper, and more meaningful relationships with their clients. While certain verticals are given airplay in the national media and general press, data on the addressable market and technology trends is limited and inconsistent. IDC's *Canadian Vertical Markets* report series addresses this need and provides IT suppliers the information they require to identify opportunities and develop solutions and industry account plans.

Markets and Subjects Analyzed

- IDC's *Canadian Vertical Markets* series provides coverage on the public sector, manufacturing, retail, financial services, healthcare, professional services, and energy industries. These markets will account for over 90% of Canada's IT spend in 2022 and will be the primary drivers of the Canadian economy in the future.
- Using the full spectrum of IDC's research from primary surveys to executive interviews and forecasts to analysis, the reports assess the demand for telecommunications, hardware, software, and services in key Canadian industries.

Core Research

- Manufacturing, including process and discrete manufacturing as well as consumer product goods
- Financial services, including banking, life and property and casualty insurance carriers, and wealth management organizations
- Government, including federal, provincial, and municipal markets
- Business services, including professional services such as accounting, legal, engineering, and consulting
- Healthcare, including primary care and provincial and municipal health agencies
- Energy, including upstream and downstream oil and gas as well as utilities
- Retail and wholesale

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: [Canadian Vertical Markets](#).

Key Questions Answered

1. What is the addressable market size?
2. What subsegments are growing the fastest?
3. What are the current market forces in each vertical market?
4. What are the vertical markets' ICT budgets and expenditure plans now, and what will they be in the future?
5. At what stage of adoption are users with technologies such as analytics, mobility, cloud computing, and emerging infrastructure, and how does that differ from their peers locally and abroad?
6. What are the drivers and objectives that users apply when buying technology?
7. What selection criteria do buyers use in making decisions? How are specific vendors perceived in the marketplace?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several ICT providers in Canadian vertical markets.