

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

AN IDC SPECIAL 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 will investigate/analyze the specific trends of user companies involved in digital business. In 2023, the service deals with manufacturing digital transformation (DX) solutions as the theme of vendor trend analysis of industry-specific solutions. In addition, focusing on the practices that IDC advocates and should be practiced for a company to become a "future enterprise" in specific industries — such as "future of manufacturing," "future of the financial sector," "future of the public sector," and "future of retail" — the service researches and analyzes the trends of companies' efforts in Japan. Through these, the service supports the industrial-oriented business strategies of IT suppliers that develop digital technologies such as the 3rd Platform/innovation accelerator.

Markets and Subjects Analyzed

- 3rd Platform market spending trends
- DX/innovation accelerator trends by vertical
- DX use case development trends by vertical
- Practice trends to become a future enterprise in specific industries and business opportunities for IT suppliers
- Vendor trend analysis of industry-specific solutions

Core Research

- Japan 3rd Platform Forecast by Vertical Segment and Company Size
- Japan Digital Transformation Trends by Vertical Segment
- Japan Manufacturing DX Solution Vendor Trends
- Japan Future of Manufacturing Trends
- Japan Future of Retail Trends
- Japan Future of Financial Sector Trends
- Japan Future of Public Sector Trends
- IDC FutureScape: Worldwide Manufacturing Product and Service Innovation 2023 Predictions — Japan Implications
- IDC FutureScape: Worldwide Sustainability 2023 Predictions — Japan Implications
- Japan End-User Survey on IT Spending Trends and Business Challenges by Vertical Segment and Company Size

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 DX solution market?
3. What DX use cases are evolving in which industries?
4. What business opportunities do IT suppliers have in the practices for their customers to become future enterprises in specific industries?

Companies Analyzed

Consider solution vendors related to manufacturing DX.