

Japan Digital Business Spending by Industry (Japanese Version with Key English Language Reports)

IDC's *Japan Digital Business Spending by Industry (Japanese Version with Key English Language Reports)* conducts research and analysis on digital business trends of Japanese companies by industry. This service sizes and forecasts the market of 3rd Platform, which serves as the technology base for companies to promote digital business, by classifying it into 21 industries, such as manufacturing, distribution, finance, government, and medical. It also investigates and analyzes the specific digital business initiative trends and intentions of user companies in various industries as well as the trends of solution vendors targeting specific industries. IDC publishes a "Playbook" (strategy/tactics book for leading business to success) that can be used by leaders of specific departments at technology vendors to approach target customer companies. In 2025, this service will provide insights into trends in the relevant market, customer companies, and competitive vendors that will be useful when approaching this solution market to the sales departments of digital solution vendors for the Japanese retail industry. (These aforementioned descriptions are subject to change depending on changes in the market environment and so forth.)

MARKETS AND SUBJECTS ANALYZED

- 3rd Platform market spending by industry
- Digital business trends by industry
- Digital business use cases by industry
- Trends in digital business initiatives in specific industries and business opportunities for IT vendors
- Vendor trends in digital solutions for specific industries

CORE RESEARCH

- Japan 3rd Platform Forecast by Vertical Segment and Company Size
- Japan Digital Business Trends by Vertical Segment
- Japan End-User Survey on Digital Business Trends and Challenges by Vertical
- Japan Vendor Trends of Digital Solutions for Retail
- Japan Vendor Trends of Digital Solutions for Social Infrastructure 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
- IDC Playbook for Tech Sales Leaders: Digital Solutions for Manufacturing in Japan

Note: All documents will be delivered in the local language with the exception of up to two market share and market forecast documents, which will be delivered in both English and the local language.

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 Digital Business Spending by Industry \(Japanese Version with Key English Language Reports\)](#).

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 the public sector.