

# Japan Enterprises and SMB IT Spending Trends (Japanese Version with Key English Language Reports)

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Japan Enterprises and SMB IT Spending Trends (Japanese Version with Key English Language Reports)* service analyzes IT spending in Japan by 21 vertical markets, 5 employee sizes, and 4 revenue sizes. It is designed to capture IT spending trends in each vertical market, company size, and regional segment. It provides not only market size and forecast data of each segment group but also the buying behavior of end users. The service provides insights to IT vendors whose sales and marketing segmentations are structured by verticals (such as financial industry, manufacturing industry, and retail industry), company sizes (such as large enterprises and small and medium-sized [SMB] companies), and regional segments (such as Tokyo, Kinki, and Tōkai) for better understanding of their business opportunities. In addition, this service provides the distribution trend analysis for enterprises and SMBs in Japan. This service is designed as a companion of IDC's *Worldwide IT Spending Guide by Vertical and Company Size*. In 2023, we will expand our analysis of the Japan IT market by industry sector, company size, region, and sales channel. We will especially analyze the usage trends of 3rd Platform and digital transformation (DX) by SMBs and regional segments.

## Markets and Subjects Analyzed

- IT spending characteristics and trends of companies by vertical, company size, revenue size, and region in Japan
- Channel characteristics and trends of companies in Japan
- Channel trends of major and regional ICT vendors
- End-user survey on IT spending trends, buying behavior, and business challenges
- Usage trends of 3rd Platform and DX by regional segments
- Usage trends of 3rd Platform and DX by SMBs

## Core Research

- Japan IT Spending Trends Update by Industry and Company Size
- Japan IT Spending Trends Update by Region
- Japan Enterprise and SMB Distribution Trend Analysis
- IT Spending Trend Survey by Vertical and Company Size
- IDC FutureScape: Worldwide Small and Medium-Sized Business 2023 Predictions — Japan Implications
- Japan IT Spending Trend of Regional Segment on Activities and for 3rd Platform and DX
- Japan IT Spending Trend of SMB on Activities and for 3rd Platform and DX
- Japan Major Vendors' Channel Strategy Analysis

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 Enterprises and SMB IT Spending Trends \(Japanese Version with Key English Language Reports\)](#).

## Key Questions Answered

1. How does the entire Japan IT spending market break out by vertical market, company size, region, and product?
2. What are the business trends and challenges by vertical, company size, revenue size, and region encouraging end users to spend on IT?
3. Which vertical markets and company sizes are growing more than others?
4. What is the buying behavior of end-user companies in IT, and what are the IT strategies of advanced companies?
5. How much DX efforts are progressing in SMBs and the local areas' companies?
6. Which channels do enterprises and SMBs rely on, and how is this situation changing with respect to direct sales or internet sales?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the IT market in Japan, including:

Canon Group, Cisco Systems, Fuji Xerox, Fujitsu, Hitachi, IBM, KDDI, Microsoft, Miroku Information Service, NEC, NTT Group, OBIC, Oracle, Otsuka, PCA, Ricoh Group, salesforce.com, SAP, SoftBank, Trend Micro, and Uchida Yoko