



Japan IT Spending Trends by Vertical and Company Size

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Japan IT Spending Trends by Vertical and Company Size* studies and analyzes Japan IT spending by 21 vertical markets and 5 company sizes. It is designed to capture IT spending trends in each vertical market and company size and 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) and/or by company sizes (such as large enterprises and small and medium-sized companies) for better understanding of their business opportunities. This service is designed as a companion of *Worldwide (WW) IT Spending Guide by Vertical and Company Size*.

Markets and Subjects Analyzed

- Japan IT spending by vertical markets
 - End-user spending trends by vertical markets
 - End-user spending trends by company sizes
 - End-user survey on IT spending trends, buying behavior, and business challenges
 - Case studies of selective vertical industries
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Core Research

- Japan IT Spending Trends Update by Industry and Company Size
 - Japan IT Spending Forecast by Product
 - IT Spending Trend Survey by Vertical
 - IT Spending Trends in Selected Verticals Through End-User Cases
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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 IT Spending Trends by Vertical and Company Size](#).

Key Questions Answered

1. How does entire Japan IT spending market consist of by products, vertical markets, and company sizes?
 2. What are the business trends and challenges by verticals and company sizes encouraging end users to spend on IT?
 3. Which vertical markets and company sizes are growing more compared with others?
 4. What is the buying behavior of end user companies on IT, and what are the IT strategies of advanced companies?
 5. What are the key trends that influence end-user spending on IT across verticals and company sizes?
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Companies Analyzed

This service reviews strategies, market positioning, and future direction of several providers in Information Technology.

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