

Japan Cloud Adoption Trends and Strategies (Japanese Version with Key English Language Reports)

The Japan cloud market has entered the period of maturity, and the purpose of cloud use is expanding from IT/business efficiency to digital transformation (DX). Also, enterprises are enhancing and changing the expectations for vendors. In addition, there are high expectations for cloud as an operating environment for Generative AI. Most vendors are now promoting the value of data utilization and cloud-native technology. Vendors are also accelerating to integrate the Generative AI and strengthening their support for improving productivity and innovation at enterprises. On the other hand, methodologies for cloud migration and optimization support have been established, making it difficult to differentiate between vendors. IDC's *Japan Cloud Adoption Trends and Strategies (Japanese Version with Key English Language Reports)* tracks the business trends of key players in the cloud services market and provides market sizing, a five-year forecast, a detailed analysis, and vendor business models. In 2025, this service will strengthen analysis of the impact of emerging technologies (e.g., Generative AI) on the Japan cloud market.

MARKETS AND SUBJECTS ANALYZED

- Market size and forecast by service segment (applications, platforms, and infrastructure)
- Market size and forecast by deployment model (public cloud and private cloud)
- Analyzing the technology trends
- Customer adoption trends and preferences, drivers, and inhibitors
- Vendors competitive analysis
- Influential analysis by cloud that impacts the IT market

CORE RESEARCH

- Japan Public IT Cloud Services Forecast
- Japan Private IT Cloud Services Forecast
- Japan Cloud Forecast by Purpose
- IDC Survey: Japan Cloud Market
- Leading Vendors Competitive Analysis
- IDC FutureScape: Worldwide Cloud 2025 Predictions — Japan Implications

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 Cloud Adoption Trends and Strategies \(Japanese Version with Key English Language Reports\)](#).

KEY QUESTIONS ANSWERED

1. What are the revenue opportunities for cloud vendors in Japan?
2. What are the key factors for success in this market?
3. How do cloud vendors react to changing patterns in end users' requirements and investments?
4. Which service segments are the largest growth opportunities for the cloud market in Japan?
5. What are the key IT dynamics currently influencing the cloud market in Japan?
6. How do the leading cloud vendors increase their business, and how do emerging vendors drive their business?

COMPANIES ANALYZED

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

Accenture, AWS, BIPROGY, Broadcom, Cisco Systems, CTC, Fujitsu, Google, Hitachi, IBM, KDDI, Kyndryl, Microsoft, NEC, NRI, NTT Group, Nutanix, Oracle, Salesforce, SAP, SCSK, SoftBank, and TIS.