

Japan Artificial Intelligence and Generative AI Strategies, Technologies and Solutions (Japanese Version with Key English Language Reports)

IDC's *Japan Artificial Intelligence and Generative AI Strategies, Technologies and Solutions (Japanese Version with Key English Language Reports)* service studies and analyzes key artificial intelligence (AI) system solutions and analytics as well as intelligent automation. It also surveys key market trends, competition, technologies, solutions, service providers, and end-user purchasing behavior. The survey identifies growth areas by domestic maturity, functional market, and middle category market levels and considers supply and demand trends in the market together. On top of that, it provides useful quantitative and qualitative insights to understand market trends regarding platforms required for AI application development and AI-powered applications. In 2025, we continue our research on generative AI and its solution in special.

MARKETS AND SUBJECTS ANALYZED

- AI system-related hardware/software/services overview
- AI life-cycle software (MLOps/foundation ModelOps, data labeling, AI build, and trustworthy AI)
- AI software service (generative AI, conversational AI, image/video AI, personalize AI, document-understanding AI, and others)
- Intelligent knowledge discovery software
- Analytics/business intelligence and location geospatial analytics
- Generative AI
- Insights into related issues such as data management of funds, use cases, organizational structure and culture, governance, talent acquisitions, and ethics
- Intelligent-first initiatives and issues

CORE RESEARCH

- IDC Market Forecast: AI System
- IDC Market Forecast: AI Platforms/Analytics Market
- IDC Market Share: AI Platforms/Analytics Market
- IDC Market Perspective: Generative AI Solution/Multimodal AI and Use cases
- IDC Survey: Generative AI User Survey
- Market Analysis Perspective: Japan GenAI Strategies, Technologies and Solutions, 2025
- IDC FutureScape: Worldwide Artificial Intelligence 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 Artificial Intelligence and Generative AI Strategies, Technologies and Solutions \(Japanese Version with Key English Language Reports\)](#).

KEY QUESTIONS ANSWERED

1. How large is the market, and how is growth in each market?
2. Who are the major market players, and what are their value propositions?
3. What are the key factors for success in the AI software and analytics markets, and what are the key recommendations for vendors? In addition, how could the factors affect each other between software and service on the AI/analytics market?
4. What is the change in users' needs for using AI systems, and what are IT buyers' priorities, challenges, and spending plans for AI systems?
5. What is the reality of automation and sophistication of user business processes?
6. What insights are available to compare worldwide with Japan, which would benefit domestic strategy?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the Japan cognitive/artificial intelligence platforms market, including:

Accenture, Adobe, Anthropic, AWS, BIPROGY, DataRobot, dotData, Fujitsu, Google Cloud, HERE Technologies, Hitachi, HPE, IBM, MathWorks, Meta, Microsoft, NEC, NSSOL, NTT, Oracle, Palantir, Qlik, Salesforce.com, SAP, SAS, SCSK, Sony, TIS, Toshiba, UiPath, and WingArc1st.