Worldwide AI and Generative AI Spending Guide

The *Worldwide AI and Generative AI Spending Guide* examines the artificial intelligence (AI) and generative AI (GenAI) systems opportunity from the use case, technology, industry, and geography perspectives. This comprehensive database, delivered via IDC's Customer Insights query tool, allows the user to easily extract meaningful information about the AI/GenAI technology market by viewing data trends and relationships and making data comparisons.

MARKETS AND TECHNOLOGIES COVERED

- **3 technology groups with 9 technology categories comprising 16 technologies:** Hardware (IaaS, server, and storage), software (AI applications [content workflow and management applications, CRM applications, ERM applications], AI application development and deployment, AI platforms [AI life-cycle software, computer vision AI tools, conversational AI tools, intelligent knowledge discovery software], AI system infrastructure software), and services (business services and IT services)
- **2 AI types:** Generative AI and rest of AI
- **2 deployment types for software:** On premises/other and public cloud services
- **42 use cases, including:** AI-enabled customer service and self-service; augmented contact center and field service, AI-powered quality and compliance; augmented connected maintenance; digital commerce; IT optimization; smart campaign and content marketing; guided selling; and more.
- **27 industries:** Banking, insurance, capital markets, healthcare payer, healthcare provider, life sciences, telecommunications, oil and gas, utilities, high tech and electronics, aerospace and defense, automotive, industrial and other manufacturing, chemicals, consumer goods, agriculture and fishing, mining, retail, software and information services, travel and transportation, hospitality and leisure, media and entertainment, engineering/construction/real estate, professional and personal services, education, federal/central government, and state/local government.

GEOGRAPHIC COVERAGE

- **9 regions:** United States, Canada, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **32 countries:** Argentina, Australia, Brazil, Canada, Chile, Colombia, France, Germany, Hong Kong, India, Israel, Italy, Japan, Korea, Mexico, Peru, PRC, the rest of Asia/Pacific, the rest of Central and Eastern Europe, the rest of Latin America, the rest of the Middle East, the rest of Africa, the rest of Western Europe, Russia, Saudi Arabia, Singapore, South Africa, Spain, Turkey, the United Arab Emirates, the United Kingdom, and the United States.

DATA DELIVERABLES

This spending guide is delivered on a semiannual basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. The following are the deliverables for this spending guide:

- Annual five-year forecasts by use case, industry, and technology — delivered twice a year

KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What is the GenAI opportunity in the context of the larger AI market?
2. Which technologies will grow the fastest in AI spending?
3. Which regions and countries are early adopters of AI and GenAI technologies?
4. Which industries show the greatest long-term potential, and which are the largest industries in any specific country for AI and GenAI spending?
5. In which use cases should you develop expertise to support your AI/GenAI business?
6. What does the future hold for the adoption of AI and GenAI? Which areas should I develop, and which should I avoid?