

# Japan Sustainable Strategies and Technologies (Japanese Version with Key English Language Reports)

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IDC's *Japan Sustainable Strategies and Technologies (Japanese Version with Key English Language Reports)* researches and analyzes the IT market for the sustainability/ESG, as well as trends among service and software vendors supporting this initiative. It also researches how Japanese companies should conduct sustainable business and provides insight for both IT buyers and IT suppliers on how to develop strategy around ESG and technology and also research/analyze/discuss hardware vendors that will have a presence in the GX market in 2025.

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## MARKETS AND SUBJECTS ANALYZED

- Sustainability/ESG market challenges, drivers, and market trends
  - Use case of sustainability/ESG services software by IT buyers
  - Market size and growth rate of ESG services for IT suppliers
  - What IT suppliers are doing to support sustainability/ESG businesses
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## CORE RESEARCH

- IDC FutureScape: Worldwide Sustainability/ESG 2025 Predictions — Japan Implications
- Japanese ESG Solution Demand Survey
- Strategies of Japanese ESG Business Service Vendors
- Strategies of Japanese ESG Software Vendors
- Japanese ESG Business Service Vendor Market Forecast
- IDC FutureScape: Worldwide Sustainability/ESG 2025 Predictions — Japan Implications — Positioning for Success — Opportunities for Tech Sales and Marketing Leaders

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 Sustainable Strategies and Technologies \(Japanese Version with Key English Language Reports\)](#).

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## KEY QUESTIONS ANSWERED

1. Who are the vendors in the sustainability/ESG market, and what are their market opportunities and challenges?
  2. How much is the size and growth rate of the Japan IT/digital market for sustainability/ESG?
  3. What are the use cases for digital support of the sustainability/ESG initiatives?
  4. What are Japan IT buyers looking for in vendors that digitally support their sustainability/ESG initiative, and what software are they using?
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## COMPANIES ANALYZED

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

Accenture, Amazon, Cisco Systems, Fujitsu, Hitachi, IBM Japan, Microsoft, NEC, NTT DATA, Oracle, Salesforce, SAP, and ServiceNow