

# Canadian Vertical Markets

---

Canada's major industries have vastly different competitive dynamics, C-level priorities, employment, and growth trends, but technology is increasingly central to their strategic plans. Whether retailers creating omni-channel customer experiences, governments looking to improve the delivery of citizen-centric services, financial institutions accelerating fintech and payments infrastructure, or manufacturers accelerating the delivery of innovation through integrated products and services, the future of Canada's economy will be digitally driven.

Industry-specific go-to-market strategies offer IT providers the ability to differentiate themselves, enhance margins, and establish longer-lasting, deeper, and more meaningful relationships with their clients. While certain verticals are given airplay in the national media and general press, data on the addressable market and technology trends is limited and inconsistent. IDC's *Canadian Vertical Markets* document series addresses this need and provides IT suppliers the information they require to identify opportunities and develop solutions and industry account plans.

---

## MARKETS AND SUBJECTS ANALYZED

- IDC's *Canadian Vertical Markets* series provides coverage on the public sector, manufacturing, retail, financial services, healthcare, professional services, and energy industries. These markets will account for over 70% of Canada's IT spend in 2024 and will be the primary drivers of the Canadian economy in the future.
  - Using the full spectrum of IDC's research from primary surveys to executive interviews and forecasts to analysis, the documents assess the demand for telecommunications, hardware, software, and services in key Canadian industries.
- 

## CORE RESEARCH

- Manufacturing, including engineering-oriented, brand-oriented, asset-oriented, and technology-oriented value chains
  - Financial services, including banking, insurance carriers, and wealth management organizations
  - Government, including federal, provincial, and municipalities
  - Retail and wholesale
  - Utilities, including hydroelectric, water, and gas
  - Business services, including professional services such as accounting, legal, engineering, and consulting
  - Healthcare, including primary care and clinical care
  - Resources, including upstream and downstream oil and gas
- 

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: [Canadian Vertical Markets](#).

---

## KEY QUESTIONS ANSWERED

1. What is the addressable market size?
  2. What subsegments are growing the fastest?
  3. What are the current market forces in each vertical market?
  4. What are the vertical markets' ICT budgets and expenditure plans now, and what will they be in the future?
  5. At what stage of adoption are these sectors for technologies such as AI, cloud computing, and digital infrastructure, and how does that differ from their peers locally and abroad?
  6. What are the drivers and objectives that users apply when buying technology?
  7. What selection criteria do buyers use in making decisions? How are specific vendors perceived in the marketplace?
- 

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several ICT providers in Canadian vertical markets.

---