

Understand AI and GenAI Spending Trends

Guide your strategy for AI and Generative AI opportunities with IDC's Worldwide AI and Generative AI Spending Guide. Analyze spending forecasts across geos, industries, use cases, and other key segments.



Target the Most Lucrative AI and GenAI Market Opportunities With Five-Year Spending Forecasts For:

16

AI Technologies and Services

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AI Use Cases

27

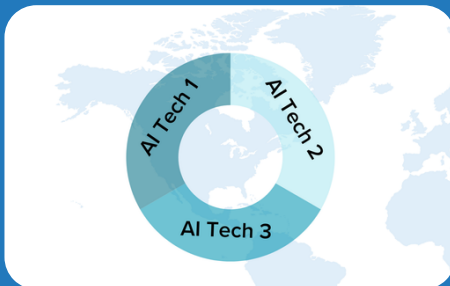
Industries

32

Countries and Geographic Regions

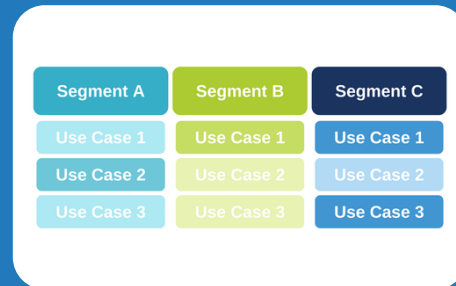
Discover rich insights with powerful tools and models to:

Know Where AI and GenAI Spending Is Heading



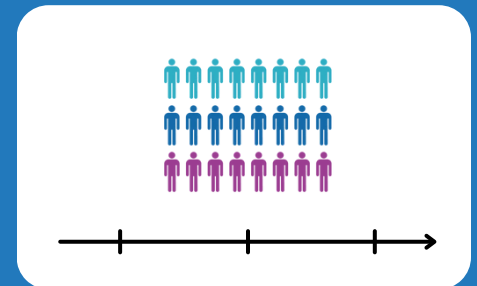
Forecast spending trends five-years out for the geos, industries, use cases and technologies that matter.

Analyze AI and GenAI Spending Your Way



Hone in on specifics with granular details on industries, use cases, deployment options and more.

Enhance Strategic Decisions Related to AI and GenAI



Uncover key insights at different points in time to support market prioritization and other decisions.

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