Dubai – Digital transformation investments in the Middle East, Turkey, and Africa (META) are set to double across the 2020-25 period, according to the latest forecast from International Data Corporation (IDC). The global technology research, consulting, and events firm says that digital transformation spending in the region will accelerate at a compound annual growth rate (CAGR) of 16.6% over the five-year period, topping $58 billion in 2025 and accounting for 40% of all ICT investments made that year.

"The COVID-19 pandemic has thrust us into a digital-first world, where new digital habits are reshaping consumer behavior," says Crawford Del Prete, global president at IDC. "At the same time, end-user organizations are taking a digital-first approach to products, services, customer and employee experiences, and operations. For these organizations, accelerating the journey to becoming a digital enterprise is essential not only for navigating the uncertainties brought about by the pandemic but also for thriving in the future."

With end users across the META region increasingly embracing this new approach to business — leveraging advanced technologies to drive innovation, transform their products, and facilitate critical business outcomes — IDC believes that technology providers need to ramp up their capabilities to address their evolving needs.

"Building a portfolio that has a significant share of advanced technologies such as cloud, IoT, AI, and edge computing, developing business-outcome-focused conversations with customer executives, strengthening skills in advanced technologies, deepening industry knowhow, and fostering an innovation mindset will all be essential competencies that tech providers need to develop if they are to sustain
and increase customer wallet share in the digital-first world," continues Del Prete.

Such insights will take center stage at IDC Directions 2022 Middle East, Turkey & Africa on Monday, January 31 at Dubai’s Atlantis, The Palm as IDC brings together META’s most influential technology vendors, telecommunications operators, and IT service providers to examine the very latest digital acceleration trends shaping end-user investment priorities across the region. Taking place in person once again following 2021’s virtual installment, the event will provide essential guidance to the region's foremost ICT vendors on proven best practices for transforming themselves into new-age digital partners for their customers.

"As different parts of the region take varied paths of recovery from the pandemic — some more uneven than others — organizations in all industries will strive to develop resiliency by aggressively leveraging technologies such as cloud, AI, digital infrastructure, IoT, and security, among others," says Jyoti Lalchandani, IDC’s group vice president and managing director for the META region. "As digital innovation scales up and industry ecosystems converge during the post-Covid recovery, technology providers need to position themselves to tap into significant new growth
opportunities and unearth ways to create new customer value."

Lalchandani will expand on this as he hosts an exclusive session titled 'Unlocking Opportunities in the Digital-First World', during which he will present IDC’s outlook for the ICT markets of the META region. He will be joined by Del Prete, who will share a global perspective on the new demands set to influence the future of the tech industry. The event will provide an unrivaled platform for exchanging ideas and engaging with IDC’s most prominent local and global analysts, while also enabling attendees to tailor their experience to include dedicated sessions on the specific technologies, industries, and geographies that are most relevant to their organizations.

To learn more about IDC Directions 2022 Middle East, Turkey & Africa, please contact Sheila Manek at smanek@idc.com or on +971 4 446 3154. You can also join the conversation on Twitter using the hashtag #IDCDirectionsMETA.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,200 analysts
worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC’s analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG), the world’s leading tech media, data, and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn. Subscribe to the IDC Blog for industry news and insights.

IDC in the Middle East, Turkey, and Africa

For the Middle East, Turkey, and Africa region, IDC retains a coordinated network of offices in Riyadh, Nairobi, Lagos, Johannesburg, Cairo, and Istanbul, with a regional center in Dubai. Our coverage couples local insights with international perspectives to provide a comprehensive understanding of markets in these dynamic regions. Our market intelligence services are unparalleled in depth, consistency, scope, and accuracy. IDC Middle East, Africa, and Turkey currently fields over 130 analysts, consultants, and
conference associates across the region. To learn more about IDC MEA, please visit www.idc.com/mea. You can follow IDC MEA on Twitter at @IDCMEA.

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