

Worldwide Semiannual Blockchain Spending Guide

AN IDC SPENDING GUIDE

The *Worldwide Semiannual Blockchain Spending Guide* examines the blockchain opportunity from a region, an industry, a use case, and a technology perspective. This comprehensive database delivered via pivot table format or IDC's Customer Insights query tool allows the user to easily extract meaningful information about the dynamic and evolving blockchain market by viewing data trends and relationships and making data comparisons.

Markets Covered

This product covers the following segments of the blockchain market (subject to change):

- **8 regions:** United States, Canada, Japan, Western Europe, Central and Eastern Europe, Asia/Pacific, Middle East and Africa, and Latin America (China, forthcoming)
- Blockchain IT spending by industry use case such as smart contracts, trade finance, record keeping, and digital identity
- Hardware, including servers and storage
- Software such as blockchain platforms and applications
- IT and business services

Subjects Analyzed

Throughout the year, this product will address the following topics:

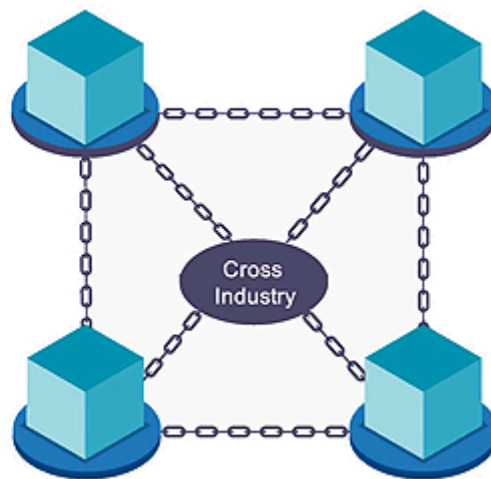
- The definition of the blockchain market from the use case perspective
- The size of the blockchain opportunity by region, industry, and use case
- Market drivers impacting blockchain adoption and growth

Key Questions Answered

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

1. What are the different elements of the blockchain landscape?
2. How will blockchain adoption vary by region, use case, and industry?
3. How will the blockchain market grow over the forecast period by industry and use case?
4. Which industries present the greatest growth opportunity for blockchain technologies?

Global Program Coverage



Source: IDC

About This Spending Guide

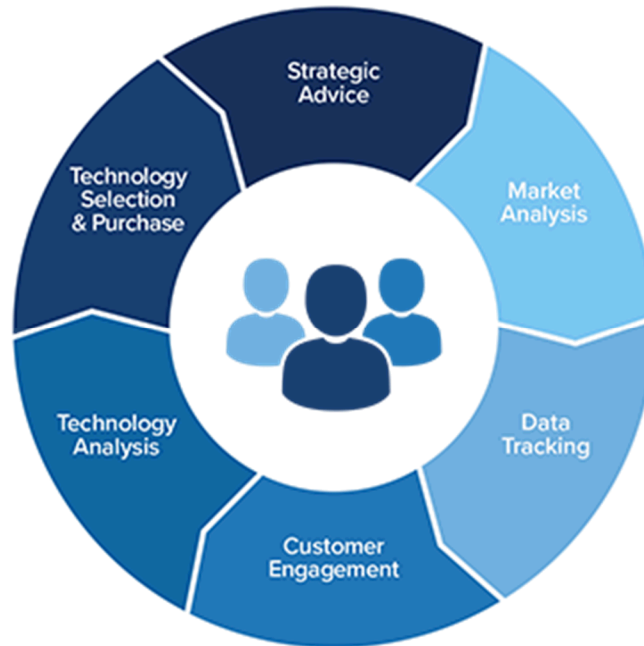
IDC's *Worldwide Semiannual Blockchain Spending Guide* provides guidance on the expected technology opportunity around this market at a regional and total worldwide level. Segmented by industry, use case, and technology component, this spending guide provides IT vendors with insights into this rapidly growing market and how the market will develop over the coming year.

Timely Delivery and Support

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

- Worldwide Semiannual Blockchain Spending Guide
- The overall worldwide and regional total addressable technology market for blockchain
- The demand for blockchain
- Specific use cases that help illustrate how blockchain is impacting various industries

IDC Products and Services: Solving Business Challenges on the 3rd Platform



Source: 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 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology 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 subsidiary of [IDG](#), the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#).