

Research Overview

Driving innovation and growth in manufacturing and supply chains

IDC Manufacturing Insights partners with manufacturing and supply chain organizations to accelerate innovation through integrated products and services. Our analysts help companies identify new revenue opportunities across the entire product lifecycle—while ensuring scalable operations and sustained profitability.



Coverage

- ➔ Brand oriented value chain
- ➔ Asset Oriented value chain
- ➔ Engineering oriented value chain
- ➔ Technology oriented value chain
- ➔ Supply chain
- ➔ Logistic & freight transport

2025 Key Strategic Research Themes and Business Priorities

Intelligent enterprise	Drive organizational maturity from data-rich/approximate to data-driven/accurate.
End User Experience and Engagement	Use case driven actionable insights for vendor engagement with manufacturers.
Optimizing Supply Chain	Balance resilient and efficient supply chain operations for manufacturing and organizations.
Smart Operations/ Autonomous Plant	From remote operations to autonomous operations.
Ecosystems of Innovation	Collaboration platforms and ecosystem business models and networks.

Research for Strategic Growth

Manufacturing industry intelligence:

- Worldwide program
- Americas program
- Asia/Pacific program
- European program

Manufacturing platforms and technologies:

- Worldwide program
- Asia/Pacific program
- EMEA program

Industry targeted areas worldwide

- Product Innovation Strategies
- Smart Manufacturing Strategies
- Industry Ecosystems Strategies
- Industrial Internet of Things and Intelligence Strategies
- IT/OT Convergence Strategies
- Supply Chain Strategies: Planning
- Supply Chain Strategies: Transportation, Warehousing, Logistics & Global Trade
- China Manufacturing Digital Strategies

Data-Driven Decisions Start Here

Tech Spending & Market Intelligence

- High Tech and Electronics
- Aerospace and Defense
- Automotive
- Industrial and Other Manufacturing
- Chemicals
- Consumer Goods
- Agriculture and Fishing, Mining

Featured Spending Guides

- 3rd Platform Spending Guide: Manufacturing
- ICT Spending Guide Enterprise and SMB
- Software and Public Cloud Services
- Security
- AI and Generative AI
- Big Data and Analytics
- Digital Transformation
- Internet of Things
- Edge
- Augmented and Virtual Reality

IT Wallet Share: Industry Tech-Buyer Data

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