

15 LARGEST I.T. MARKETS FOR PURCHASED I.T. GOODS AND SERVICES

U.S. dollars shown in billions



technology

SHOPOLOGY

The U.S. continues to be the largest single-country tech market—more than four times larger than second-place Japan. Recessions and resulting cutbacks in tech purchases have pushed Italy, the Netherlands, and Spain down lower in the top 15. Want to learn how to get your products into those markets? Download the global issue of Pragmatic Marketer.