ICT Market Report 2019/20
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Preface

We are happy to present the new edition of our ICT Market Report. Inside you find up-to-date information and insights on ICT market developments in Europe and beyond. As previous EITO reports the current edition is the result of a long-standing cooperation between Bitkom Research and a broad range of partners. Market data and analysis were provided by IDC, a leading global market intelligence firm. The report was produced in co-operation with the EITO Task Force, including experts from our partner associations, the European Commission, as well as our sponsors.

The ICT Market Report 2019/20 provides the reader with a big picture of key market trends as well as detailed information at the country level. The report focuses on developments in Europe while also covering major international ICT markets such as the U.S., Japan and China.

The report is structured as follows:

Section A examines the European ICT market. It includes two major chapters, the first presenting an in-depth analysis of the market dynamics and trends in Western Europe and the second looking into developments in Central and Eastern Europe. Both chapters start with a comprehensive analysis of developments at the regional level and then go on to present country findings. The scope of the country analyses varies. More detailed data and narrative are available for the five biggest EU member states and countries that are formally affiliated with the EITO project.

Section B includes ICT market data and forecasts for Brazil, China, India, Japan, Turkey, and the USA. Sections C presents data of the worldwide ICT market and Section D contains summary tables including all countries.

We are always interested in customer feedback. We are committed to continuous improvement to ensure our reports remain an important source of information and analysis for you, our clients and readers.

Axel Pols
Chairman, EITO Task Force
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Methodology and definitions
The methodology used to collect the data and data definitions are published on our website

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