

# Italy Digital Transformation - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2028)

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## Abstracts

The Italy Digital Transformation Market size is estimated at USD 64.34 billion in 2024, and is expected to reach USD 141.81 billion by 2029, growing at a CAGR of 17.12% during the forecast period (2024-2029).

Digital transformation includes implementing digital technologies in several areas of an organization, changing how a company functions, and providing value to customers. Businesses may benefit from digital transformation by improving business processes and operations, improving client experiences, building a brand reputation, and increasing customer retention.

### Key Highlights

Italy is the third largest EU economy and is demonstrating substantial progress in the digital transformation to reach the 2030 Digital Decade targets. Italy ranked 18th out of 27 EU Member States with a score of 49.3 compared to the EU (52.3) in the European Commission's Digital Economy and Society Index (DESI) 2022.

According to the progress of its DESI score over the past five years, Italy has been advancing remarkably. Digital issues have gained political traction in the country by introducing significant government initiatives and launching policy measures.

Digital transformation assists Italian SMEs and large firms deal with numerous risks connected with disruption, such as market volatility, rebuilding corporate, and unanticipated geopolitical events, which can result in irregular consequences. Adopting digital technologies such as big data, cloud computing, and AI will help businesses shift

from a traditional setup to a new digitalized setup that facilitates the introduction of sophisticated products and services.

In the Italian manufacturing sector, firms lack skilled experts in smart manufacturing knowledge, significantly impacting adoption. The Milan's Politecnico Observatories survey revealed that 40% of the respondents were "not aware" of smart manufacturing technologies. Among the advanced automation (cognitive and collaborative robotics), Advanced HMI software solutions recorded the lowest level of awareness. All companies participating in the survey agreed that the lack of digital skills burdens the adoption of innovative manufacturing technologies.

The COVID-19 pandemic favorably impacted Italy's digital transformation sector. Many firms faced massive losses during the pandemic and were compelled to invest significantly in digitizing their operations. The internet, wireless connections, and cloud computing are transforming several businesses. BFSI, government, healthcare, retail, and education are among the industries that are undergoing significant transformation.

## Italy Digital Transformation Market Trends

### Internet of Things (IoT) to Hold Major Market Share

The Internet of Things is a key driver of digital transformation that connects physical devices and sensors to the Internet, creating smart and connected systems. This connection enables real-time data collection and analysis, improving operational efficiency, better decision-making, new business models, and increased automation across various industries.

Enterprises and service providers are concentrating on IoT as the key enabler to augment digital transformation and unlock operational efficiencies as it facilitates the collection and analysis of real-time data, enabling organizations to make informed decisions and optimize processes.

The Internet of Things impacts organizations' digital transformation by creating new investment opportunities, improving customer experience, increasing productivity, lowering operational costs and efficiency, and empowering business models. It has become essential for industries, including healthcare, government and education, security, and communication, owing to numerous benefits that could act as a competitive factor in the coming years.

Artificial intelligence (AI) and the Internet of Things (IoT) drive digital transformation, as AI adds value to IoT by utilizing machine learning and various advanced algorithms. Also, IoT, on the other hand, provides AI connectivity and data-driven inputs and enables digital transformation by delivering big data and insights that improve productivity and efficiency.

Another driver of IoT demand growth worldwide is the growth of consumer IoT devices, such as smart appliances, used in homes and buildings. Smart energy and lighting, smart appliances, smart security, and voice assistants are expected to be in high demand in the future. The revenue of the consumer IoT market is expected to reach EUR 2.42 billion (USD 2.61 billion) in 2028 from EUR 2.08 billion (USD 2.24 billion) in 2022. This would propel the demand for IoT-based solutions and services supporting digital transformation growth.

### Telecom and IT to Witness Major Growth

Italy is among Europe's largest IT and telecom markets, with rapidly growing demand for faster, seamless connectivity. The segment's growth is attributed to the rising adoption of mobile broadband services, investments in high-speed networks, and the availability of new opportunities for network and equipment vendors.

According to GSMA's Mobile Economy Europe 2023 Report, as of 2030, most European nations had mobile internet penetration rates above 70%. Italy, Denmark, Spain, and Portugal have over 96% subscriber penetration rates. Consumers in Italy frequently use smartphones, with an adoption rate of 88% in 2023. Further, 5G FWA represents an increased revenue opportunity for operators. Italy is witnessing a growing penetration of 5G in recent years.

The IT sector leads most digital transformation projects due to ownership and implementation of the trend. Increasing automation and AI improves customer service and produces higher-value labor. Intelligent workflows streamline operational processes, boost output, and empower staff to make smarter decisions.

In response to changes in competitive threats, market trends, and customer expectations, digital transformation integrates technology and best practices for quick product development, new customer experiences, and new business models.

## Italy Digital Transformation Industry Overview

The Italy digital transformation market is fragmented, with local and international players having decades of industry experience. Some players include Accenture PLC, Google LLC? (Alphabet Inc.), Siemens, IBM Corporation, and Microsoft.

December 2023 - Accenture expands digital transformation capabilities for Italy's public sector by acquiring customer management IT and SirfinPA. Accenture has signed an agreement in Milan to acquire Customer Management IT and SirfinPA, a pair of jointly-owned Italian technology consultancies supporting the public sector and specializing in justice and public safety. The acquisition aligns with Accenture's focus on helping Italian public service organizations build their digital core and deliver enhanced services to the citizens they serve.

June 2023 - Microsoft announced the upcoming availability of its first cloud region in Italy, providing Italian organizations access to scalable, available, and resilient cloud services and confirming its commitment to promoting digital transformation and sustainable innovation in the country.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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