SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

IT & business service providers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

IT and business-service prospects should fit the systems and delivery model you support. Remote work and on-site support need different service arrangements.

$4.64T
Digitally delivered exports
World / 2024 [S01]

+8.3%
Digital export growth
World / 2024, annual [S01]

$1T
Computer service exports
World / 2024, rounded [S01]

01 What you can offer

Offer support with clear responsibilities, matched to the company's systems and the locations you can serve.

02 Where to start

Define your supported systems and service area first.

03 What to ask

Learn how the business works and who owns its systems.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Cross-border digital service trade shows the scale of services delivered to customers abroad. Your own opportunity depends on expertise, working language and the client's systems.

Digitally delivered exports

World / 2024 [S01]

$4.64T

Digital export growth

World / 2024, annual [S01]

+8.3%

Computer service exports

World / 2024, rounded [S01]

$1T

What these figures cover

Digital delivery covers many services, including computer services. The growth rates overlap and must not be added. These totals do not measure your specific service market.

Consider international customers

Separate remote support from work requiring local access; use a partner only where delivery responsibility is clear.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global digital service indicators

2024 annual growth (%)

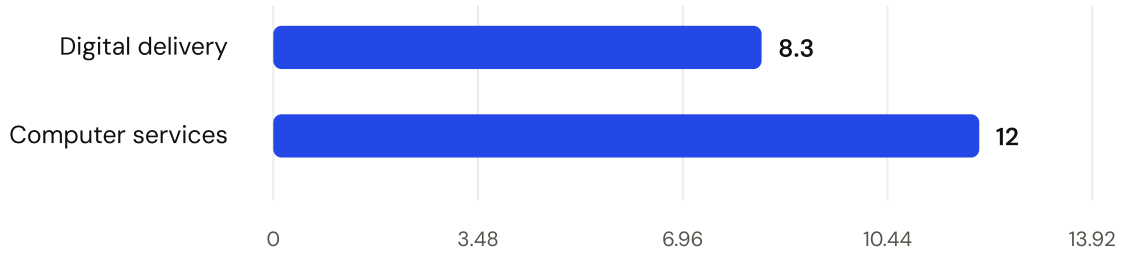


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Define your supported systems and service area first. Research offices and businesses that fit those boundaries.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Separate remote support from work requiring local access; use a partner only where delivery responsibility is clear.

Digital delivery covers many services, including computer services. The growth rates overlap and must not be added. These totals do not measure your specific service market.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Professional offices

What to discuss

Discuss the system support a professional office needs to keep its daily work running.

Who to speak with

IT owner or operations lead

PROFILE 02
Potential buyer

Multi-site operators

What to discuss

Ask multi-site operators which tasks are handled centrally and which require local visits.

Who to speak with

IT owner or operations lead

PROFILE 03
Potential buyer

Industrial SMEs

What to discuss

Offer industrial businesses support only for the office or operational systems within your expertise.

Who to speak with

IT owner or operations lead

PROFILE 04
Potential buyer

Regional distributors

What to discuss

Discuss support for the systems distributors use for ordering, stock and office work.

Who to speak with

IT owner or operations lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Define your supported systems and service area first. Research offices and businesses that fit those boundaries.

Next step

Research a small group of relevant firms.

02

Define the work together

Learn how the business works and who owns its systems. Discuss remote support, site visits and ongoing service separately.

Next step

Write down the agreed requirements.

03

Look across borders

Separate remote support from work requiring local access; use a partner only where delivery responsibility is clear.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Annual Report 2025, pp. 12–14**
WTO · 2025
www.wto.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/local-b2b-service-providers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION