

2025 Technology Spending Intentions Survey

Persisting macroeconomic uncertainty is not dampening IT investment plans as organizations rush to outfit their environments with the transformative potential of AI while ensuring their valuable data—data inevitably fed into large language models—is kept secure. To track these trends, Informa TechTarget's Enterprise Strategy Group surveyed senior IT and business decision-makers to ascertain IT budget outlooks for 2025, both overall and for specific technologies, and to determine the key business and technology priorities driving these spending plans.

Notable findings from this study include:



59%
of organizations expect to
**increase their total IT spending
in 2025 compared with 2024.**



72%
of organizations expect to increase
their **cybersecurity spending** in 2025
compared with 2024.



53%
of organizations say that **generative AI** will
be one of their most significant AI-centric
investments in the next 12 months.



45%
of organizations say that
customer analytics will be one of
their most significant CX-related
investments over the next 12 months.



53%
of organizations say that **IT application or
infrastructure observability tools** will be one
of their most significant modernization-related
investments in the next 12 months.



60%
of organizations say their
**IT environment has become more
complex compared with two years ago.**

For more from this Enterprise Strategy Group study, read the full research report,
2025 Technology Spending Intentions Survey.

[Learn more](#)