Software - Scandinavia Industry Guide

Description: The Software - Scandinavia Industry Guide is an essential resource for top-level data and analysis covering the Software industry in each of the Scandinavian (Denmark, Norway and Sweden) countries. The report includes easily comparable data on market value, segmentation, and five forces analysis, plus full five year market forecasts for each country. It examines future problems, innovations and potential growth areas within the market.

Scope of the Report

- Contains an executive summary market values, and segmentation
- Provides textual analysis of the industry's prospects, competitive landscape and profiles of leading companies
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Compares data from Denmark, Norway and Sweden, alongside individual chapters on each country.
- Includes a five-year forecast of the industry

Highlights

- The Scandinavian software market had a total market value of $4,966.8 million in 2009. Norway was the fastest growing country with a CAGR of 7.1% over the 2005–09 period.
- Denmark is the leading country among the Scandinavian countries, with market revenues of $1,953. million in 2009.
- Norway is expected to lead the Software in the scandinavia countries, with a value of $2,608.6 in 2014

Why you should buy this report

- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

Market Definition

The computer software market consists of systems and application software. Systems software comprises operating systems, network and database management and other systems software. Application software comprises general business productivity and home use applications, cross-industry and vertical market applications, and other application software. Market value figures are assessed at manufacturer selling price (MSP), based on revenues from software sales and licenses. Any currency conversions used in the creation of this report have been calculated using constant 2009 annual average exchange rates.

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