Software in China

Description:

Software in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2010-14, and forecast to 2019). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the China software market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Highlights:

- 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 2014 annual average exchange rates.
- The Chinese software market had total revenues of $228.5bn in 2014, representing a compound annual growth rate (CAGR) of 22.8% between 2010 and 2014.
- The network and database management segment was the market's most lucrative in 2014, with total revenues of $62.1bn, equivalent to 27.2% of the market's overall value.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 9.3% for the five-year period 2014 - 2019, which is expected to drive the market to a value of $357.0bn by the end of 2019.

Features

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the software market in China
Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in China
Leading company profiles reveal details of key software market players’ global operations and financial performance
Add weight to presentations and pitches by understanding the future growth prospects of the China software market with five year forecasts
Macroeconomic indicators provide insight into general trends within the China economy

Key Questions Answered:

What was the size of the China software market by value in 2014?
What will be the size of the China software market in 2019?
What factors are affecting the strength of competition in the China software market?
How has the market performed over the last five years?
What are the main segments that make up China's software market?

Contents:

Executive Summary
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
International Business Machines Corporation
Microsoft Corporation
Neusoft Corporation
Oracle Corporation
Macroeconomic Indicators
Country Data
Methodology
Industry associations
Related research
Appendix
About
List of Tables:
Table 1: China software market value: $ billion, 2010-14
Table 2: China software market category segmentation: $ billion, 2014
Table 3: China software market geography segmentation: $ billion, 2014
Table 4: China software market value forecast: $ billion, 2014-19
Table 5: International Business Machines Corporation: key facts
Table 6: International Business Machines Corporation: key financials ($)
Table 7: International Business Machines Corporation: key financial ratios
Table 8: Microsoft Corporation: key facts
Table 9: Microsoft Corporation: key financials ($)
Table 10: Microsoft Corporation: key financial ratios
Table 11: Neusoft Corporation: key facts
Table 12: Neusoft Corporation: key financials ($)
Table 13: Neusoft Corporation: key financials (CNY)
Table 14: Neusoft Corporation: key financial ratios
Table 15: Oracle Corporation: key facts
Table 16: Oracle Corporation: key financials ($)
Table 17: Oracle Corporation: key financial ratios
Table 18: China size of population (million), 2010-14
Table 19: China gdp (constant 2005 prices, $ billion), 2010-14
Table 20: China gdp (current prices, $ billion), 2010-14
Table 21: China inflation, 2010-14
Table 22: China consumer price index (absolute), 2010-14
Table 23: China exchange rate, 2010-14

List of Figures:
Figure 1: China software market value: $ billion, 2010-14
Figure 2: China software market category segmentation: % share, by value, 2014
Figure 3: China software market geography segmentation: % share, by value, 2014
Figure 4: China software market value forecast: $ billion, 2014-19
Figure 5: Forces driving competition in the software market in China, 2014
Figure 6: Drivers of buyer power in the software market in China, 2014
Figure 7: Drivers of supplier power in the software market in China, 2014
Figure 8: Factors influencing the likelihood of new entrants in the software market in China, 2014
Figure 9: Factors influencing the threat of substitutes in the software market in China, 2014
Figure 10: Drivers of degree of rivalry in the software market in China, 2014
Figure 11: International Business Machines Corporation: revenues & profitability
Figure 12: International Business Machines Corporation: assets & liabilities
Figure 13: Microsoft Corporation: revenues & profitability
Figure 14: Microsoft Corporation: assets & liabilities
Figure 15: Neusoft Corporation: revenues & profitability
Figure 16: Neusoft Corporation: assets & liabilities
Figure 17: Oracle Corporation: revenues & profitability
Figure 18: Oracle Corporation: assets & liabilities

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