Software in Australia

Description: Software in Australia 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 Australia 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 Australian software market had total revenues of $6.9bn in 2014, representing a compound annual growth rate (CAGR) of 5.4% between 2010 and 2014.
- The general business productivity and home use applications segment was the market's most lucrative in 2014, with total revenues of $1.6bn, equivalent to 22.6% of the market's overall value.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 6.5% for the five-year period 2014 - 2019, which is expected to drive the market to a value of $9.4bn 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 Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in Australia
- 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 Australia software market with five year forecasts
- Macroeconomic indicators provide insight into general trends within the Australia economy

Key Questions Answered:
- What was the size of the Australia software market by value in 2014?
- What will be the size of the Australia software market in 2019?
- What factors are affecting the strength of competition in the Australia software market?
- How has the market performed over the last five years?
- What are the main segments that make up Australia’s software market?

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