Software & Services in Brazil

Introduction

Software & Services in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2011-15, and forecast to 2020). 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 Brazil software & services market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Highlights

- The software and services market consists of two separate segments. The software segment includes systems and application software. The IT services segment includes IT outsourcing & processing, IT consulting & support, and cloud computing. Market value figures are assessed at manufacturer selling price (MSP), based on revenues accrued from software sales, licenses and IT services agreements. Any currency conversions used in the creation of this report have been calculated using constant 2014 annual average exchange rates.

- The Brazilian software & services industry group had total revenues of $31.3bn in 2015, representing a compound annual growth rate (CAGR) of 11.6% between 2011 and 2015.

- The IT services segment was the industry group's most lucrative in 2015, with total revenues of $15.9bn, equivalent to 50.6% of the industry group's overall value.

- The most recent Global Unlicensed Software Study, published by the Business Software Alliance in 2013, estimates that the Brazilian piracy rate is around 50% compared to 53% in 2012.

Features

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the software & services market in Brazil.

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software & services market in Brazil.

Leading company profiles reveal details of key software & services market players' global operations and financial performance.

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil software & services market with five year forecasts.

Macroeconomic indicators provide insight into general trends within the Brazil economy.

Key Questions Answered

What was the size of the Brazil software & services market by value in 2015?

What will be the size of the Brazil software & services market in 2020?

What factors are affecting the strength of competition in the Brazil software & services market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's software & services market?
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