Software: Global Industry Guide

Description: Introduction

Global Software industry guide provides top-line qualitative and quantitative summary information including: market size (value 2010-14, and forecast to 2019). The guide also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Features and benefits

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global software market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global software market
- 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 global software market with five year forecasts
- Compares data from 14 countries globally, alongside individual chapters on each country.

Highlights

The global software market had total revenues of $617.5bn in 2014, representing a compound annual growth rate (CAGR) of 10.9% between 2010 and 2014.

The network and database management segment was the market's most lucrative in 2014, with total revenues of $147.8bn, equivalent to 23.9% of the market's overall value.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 7.8% for the five-year period 2014 - 2019, which is expected to drive the market to a value of $899.5bn by the end of 2019.

Your key questions answered

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

Contents: Executive Summary

- Market value
- Market value forecast
- Category segmentation
- Geography segmentation

INTRODUCTION

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