Software - BRIC (Brazil, Russia, India, China) Industry Guide

Description: The Software - BRIC (Brazil, Russia, India, China) Industry Guide is an essential resource for top-level data and analysis covering the BRIC (Brazil, Russia, India, China) Software industry. The report includes easily comparable data on market value, volume, segmentation and market share, plus full five year market forecasts. It examines future problems, innovations and potential growth areas within the market.

Scope of the Report
- Contains an executive summary and data on value, volume and segmentation
- Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country.
- Includes a five-year forecast of the industry

Highlights
Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the software industry and had a total market value of $17,349.3 million in 2009. India was the fastest growing country with a CAGR of 32% over the 2005–09 period.

China is the leading country among the BRIC nations with market revenues of $10,047.9 million in 2009.

China is expected to lead the software industry in the BRIC nations with a value of $21,006.7 million 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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