

Global Custom Software Development Market Size study & Forecast, by Solution (Web-based Solutions, Mobile App, Enterprise Software) by Deployment (Cloud, On-premise), by Enterprise Size (Large Enterprises, Small & Medium Enterprises (SMEs)), by End-user (BFSI, IT & Telecom, Manufacturing, Retail, Others), and Regional Analysis, 2022-2029

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Abstracts

Global Custom Software Development Market is valued at approximately USD 24.46 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 22.3% over the forecast period 2022-2029. Custom software development is the process of conceptualizing, designing, deploying, and maintaining software for a specific individual or group of users within organizations. This software is purposely built to discourse a certain users' requirements and is considered more efficient as compared to commercial off-the-shelf software (COTS). Further, the customer software development is attributed to better scalability, seamless integration, flexible update, and offers quick implementation compared to off-the-shelf software, which paves the growth outlook for global market over the forecast period. Furthermore, increasing requirement for industry applications concerning the real-time data analysis, surge in need for flexible workspaces to improve productivity, and growing usage of business-specific software solutions are the primary factors that are propelling the market growth across the globe.

The rising use of analytical tools in custom software development, such as business intelligence, machine learning, and artificial intelligence is also presenting various growth prospects to the market. For instance, as per the Algorithmia's 2021 report, it surveyed that 76% of enterprises plan to prioritize the machine learning and AI initiatives over other IT goals in 2021. In addition, the report found that 86% of

enterprises have raised their budget on AI and machine learning software since 2019. Therefore, the rising adoption of AI and other emerging technologies in enterprise sector to enable cross-departmental communication, recognizing market trends, and mechanizing process. Moreover, the rising technological and IT budgets across diverse industry verticals, as well as the increase in government investments in AI initiatives are presenting various lucrative opportunities over the forecasting years. However, privacy and security concerns and the high initial investments are hampering the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Custom Software Development Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the rise in demand for IT services, increasing automation and digital transformation, and growing development of custom software. Whereas, the Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as growing advancement of technological implementation in the enterprises, as well as the increasing requirement to modernize legacy software development systems in the regional market.

Major market players included in this report are:

Brainvire Infotech Inc.

Capgemini

Iflexion

Infopulse

Infosys Ltd.

Magora

MentorMate, Inc.

Tata Consultancy Services Limited

Trigent Software, Inc.

TRooTech Business Solutions

Recent Developments in the Market:

In December 2021, Infosys Equinox announced that the company entered into collaborative agreement with Packable, which aims on assisting in developing its direct-to-consumer e-commerce offerings. The objective of this strategic partnership is to expand Packable's ability to present brands a direct-to-consumer platform that is engaging, innovative, and agile.

Global Custom Software Development Market Report Scope:

Global Custom Software Development Market Size study & Forecast, by Solution (Web-based Solutions, Mobile App,...

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Solution, Deployment, Enterprise Size, End-user, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Solution:

Web-based Solutions

Mobile App

Enterprise Software

By Deployment:

Cloud

On-premise

By Enterprise Size:

Large Enterprises

Small & Medium Enterprises (SMEs)

By End-user:

BFSI

IT & Telecom

Manufacturing

Retail

Others

By Region:

North America

U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Custom Software Development Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Custom Software Development Market, by Solution, 2019-2029 (USD Billion)
 - 1.2.3. Custom Software Development Market, by Deployment, 2019-2029 (USD Billion)
 - 1.2.4. Custom Software Development Market, by Enterprise Size, 2019-2029 (USD Billion)
 - 1.2.5. Custom Software Development Market, by End-user, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET DYNAMICS

- 3.1. Custom Software Development Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing incidence of diabetes
 - 3.1.1.2. Growing geriatric population
 - 3.1.2. Market Challenges
 - 3.1.2.1. High cost of insulin
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Advancements in Formulation

CHAPTER 4. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET, BY SOLUTION

- 6.1. Market Snapshot
- 6.2. Global Custom Software Development Market by Solution, Performance - Potential Analysis
- 6.3. Global Custom Software Development Market Estimates & Forecasts by Solution 2019-2029 (USD Billion)
- 6.4. Custom Software Development Market, Sub Segment Analysis
 - 6.4.1. Web-based Solutions
 - 6.4.2. Mobile App
 - 6.4.3. Enterprise Software

CHAPTER 7. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET, BY

Global Custom Software Development Market Size study & Forecast, by Solution (Web-based Solutions, Mobile App,...

DEPLOYMENT

- 7.1. Market Snapshot
- 7.2. Global Custom Software Development Market by Deployment, Performance - Potential Analysis
- 7.3. Global Custom Software Development Market Estimates & Forecasts by Deployment 2019-2029 (USD Billion)
- 7.4. Custom Software Development Market, Sub Segment Analysis
 - 7.4.1. Cloud
 - 7.4.2. On-premise

CHAPTER 8. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET, BY ENTERPRISE SIZE

- 8.1. Market Snapshot
- 8.2. Global Custom Software Development Market by Enterprise Size, Performance - Potential Analysis
- 8.3. Global Custom Software Development Market Estimates & Forecasts by Enterprise Size 2019-2029 (USD Billion)
- 8.4. Custom Software Development Market, Sub Segment Analysis
 - 8.4.1. Large Enterprises
 - 8.4.2. Small & Medium Enterprises (SMEs)

CHAPTER 9. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET, BY END-USER

- 9.1. Market Snapshot
- 9.2. Global Custom Software Development Market by End-user, Performance - Potential Analysis
- 9.3. Global Custom Software Development Market Estimates & Forecasts by End-user 2019-2029 (USD Billion)
- 9.4. Custom Software Development Market, Sub Segment Analysis
 - 9.4.1. BFSI
 - 9.4.2. IT & Telecom
 - 9.4.3. Manufacturing
 - 9.4.4. Retail
 - 9.4.5. Others

CHAPTER 10. GLOBAL CUSTOM SOFTWARE DEVELOPMENT MARKET,

Global Custom Software Development Market Size study & Forecast, by Solution (Web-based Solutions, Mobile App,...

REGIONAL ANALYSIS

- 10.1. Custom Software Development Market, Regional Market Snapshot
- 10.2. North America Custom Software Development Market
 - 10.2.1. U.S. Custom Software Development Market
 - 10.2.1.1. Solution breakdown estimates & forecasts, 2019-2029
 - 10.2.1.2. Deployment breakdown estimates & forecasts, 2019-2029
 - 10.2.1.3. Enterprise Size breakdown estimates & forecasts, 2019-2029
 - 10.2.1.4. End-user breakdown estimates & forecasts, 2019-2029
 - 10.2.2. Canada Custom Software Development Market
- 10.3. Europe Custom Software Development Market Snapshot
 - 10.3.1. U.K. Custom Software Development Market
 - 10.3.2. Germany Custom Software Development Market
 - 10.3.3. France Custom Software Development Market
 - 10.3.4. Spain Custom Software Development Market
 - 10.3.5. Italy Custom Software Development Market
 - 10.3.6. Rest of Europe Custom Software Development Market
- 10.4. Asia-Pacific Custom Software Development Market Snapshot
 - 10.4.1. China Custom Software Development Market
 - 10.4.2. India Custom Software Development Market
 - 10.4.3. Japan Custom Software Development Market
 - 10.4.4. Australia Custom Software Development Market
 - 10.4.5. South Korea Custom Software Development Market
 - 10.4.6. Rest of Asia Pacific Custom Software Development Market
- 10.5. Latin America Custom Software Development Market Snapshot
 - 10.5.1. Brazil Custom Software Development Market
 - 10.5.2. Mexico Custom Software Development Market
 - 10.5.3. Rest of Latin America Custom Software Development Market
- 10.6. Rest of The World Custom Software Development Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Top Market Strategies
- 11.2. Company Profiles
 - 11.2.1. Brainvire Infotech Inc.
 - 11.2.1.1. Key Information
 - 11.2.1.2. Overview
 - 11.2.1.3. Financial (Subject to Data Availability)
 - 11.2.1.4. Product Summary

- 11.2.1.5. Recent Developments
- 11.2.2. Capgemini
- 11.2.3. Iflexion
- 11.2.4. Infopulse
- 11.2.5. Infosys Ltd.
- 11.2.6. Magora
- 11.2.7. MentorMate, Inc.
- 11.2.8. Tata Consultancy Services Limited
- 11.2.9. Trigent Software, Inc.
- 11.2.10. TRooTech Business Solutions

CHAPTER 12. RESEARCH PROCESS

- 12.1. Research Process
 - 12.1.1. Data Mining
 - 12.1.2. Analysis
 - 12.1.3. Market Estimation
 - 12.1.4. Validation
 - 12.1.5. Publishing
- 12.2. Research Attributes
- 12.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Custom Software Development Market, report scope

TABLE 2. Global Custom Software Development Market estimates & forecasts by Region 2019-2029 (USD Billion)

TABLE 3. Global Custom Software Development Market estimates & forecasts by Solution 2019-2029 (USD Billion)

TABLE 4. Global Custom Software Development Market estimates & forecasts by Deployment 2019-2029 (USD Billion)

TABLE 5. Global Custom Software Development Market estimates & forecasts by Enterprise Size 2019-2029 (USD Billion)

TABLE 6. Global Custom Software Development Market estimates & forecasts by End-user 2019-2029 (USD Billion)

TABLE 7. Global Custom Software Development Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 8. Global Custom Software Development Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 9. Global Custom Software Development Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 10. Global Custom Software Development Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 11. Global Custom Software Development Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 12. Global Custom Software Development Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 13. Global Custom Software Development Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 14. Global Custom Software Development Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 15. Global Custom Software Development Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. Global Custom Software Development Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 17. U.S. Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 18. U.S. Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 19. U.S. Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 20. Canada Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 21. Canada Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. Canada Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. UK Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 24. UK Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. UK Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 27. Germany Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. Germany Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 30. France Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. France Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 33. Italy Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Italy Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 36. Spain Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. Spain Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Custom Software Development Market estimates & forecasts,

2019-2029 (USD Billion)

TABLE 39. RoE Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 40. RoE Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 42. China Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. China Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 45. India Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. India Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 48. Japan Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. Japan Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 51. South Korea Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. South Korea Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 54. Australia Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. Australia Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 57. RoAPAC Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. RoAPAC Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 60. Brazil Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Brazil Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 63. Mexico Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. Mexico Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 65. RoLA Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 66. RoLA Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. RoLA Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 68. Row Custom Software Development Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 69. Row Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. Row Custom Software Development Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 71. List of secondary sources, used in the study of global Custom Software Development Market

TABLE 72. List of primary sources, used in the study of global Custom Software Development Market

TABLE 73. Years considered for the study

TABLE 74. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

FIG 1. Global Custom Software Development Market, research methodology

FIG 2. Global Custom Software Development Market, Market estimation techniques

FIG 3. Global Market size estimates & forecast methods

FIG 4. Global Custom Software Development Market, key trends 2021

FIG 5. Global Custom Software Development Market, growth prospects 2022-2029

FIG 6. Global Custom Software Development Market, porters 5 force model

FIG 7. Global Custom Software Development Market, pest analysis

FIG 8. Global Custom Software Development Market, value chain analysis

FIG 9. Global Custom Software Development Market by segment, 2019 & 2029 (USD Billion)

FIG 10. Global Custom Software Development Market by segment, 2019 & 2029 (USD Billion)

FIG 11. Global Custom Software Development Market by segment, 2019 & 2029 (USD Billion)

FIG 12. Global Custom Software Development Market by segment, 2019 & 2029 (USD Billion)

FIG 13. Global Custom Software Development Market by segment, 2019 & 2029 (USD Billion)

FIG 14. Global Custom Software Development Market, regional snapshot 2019 & 2029

FIG 15. North America Custom Software Development Market 2019 & 2029 (USD Billion)

FIG 16. Europe Custom Software Development Market 2019 & 2029 (USD Billion)

FIG 17. Asia pacific Custom Software Development Market 2019 & 2029 (USD Billion)

FIG 18. Latin America Custom Software Development Market 2019 & 2029 (USD Billion)

FIG 19. Global Custom Software Development Market, company Market share analysis (2021)

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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