

Hungary Information Technology Report Q1 2016

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Abstracts

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BMI View: IT market spending growth should strengthen throughout 2016 as the economic environment improves from the weak performance seen in 2015. We expect this to continue over the coming years over the duration of our five year forecast period to 2019. This will enable vendors to tap into the potential presented by relatively low penetration rates, combined with declining device prices at the global level - as well as strong cloud computing demand growth as solution supply and end-user awareness levels increase over the medium term.

Headline Expenditure Projections

Computer Hardware Sales: HUF217.7bn in 2015 to HUF226.2bn in 2016, growth of 3.9% in local currency terms. Modest strengthening of the florint will see this translate into 8.11% growth in US dollar terms.

Software Sales: HUF1112.4bn in 2015 to HUF1117.1bn in 2016, an increase of 4.2% in local currency terms. Enterprise application demand will continue to increase, while other areas such as cyber security software spending will be a smaller but faster growth market sub-segment.

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