Peru Information Technology Report Q1 2016

Abstracts

Includes 3 FREE quarterly updates

BMI View: Peru's IT market is one of the least developed in Latin America, with low device and solution penetration among households and enterprises. This means per capita IT spending is estimated to trail many other Latin American markets in 2015 - but also translates to significant medium-term growth potential. After a dip in the growth rate in 2015 as a result of the squeeze on Peruvian household purchasing power from depreciation against the US dollar, we expect a return to faster growth in 2016 that will be maintained for the duration of the medium- term forecast under our core scenario. An important difference with developed markets is the fact that low penetration of devices in the retail and enterprise markets means we expect robust growth across all three IT market segments. Meanwhile, government policies continue to support IT sector growth and trends in the industry such as declining device prices, improvements in network infrastructure and cloud computing adoption will spur growth. The major downside risk to our bullish outlook is weaker Chinese demand for the country's raw materials.

Latest Updates & Industry Developments

Computer Hardware Sales: PEN3.3bn in 2016 to PEN4.1bn in 2019. The low PC penetration rate offers medium-term growth prospects to vendors, particularly outside Lima, with broad-based economic growth expected to deepen the market over the medium term.

Software Sales: PEN1.1bn in 2016 to PEN1.4bn in 2019. The enterprise software SME market is underpenetrated, while more complex demands from large Peruvian enterprises should also be a strong growth area.

IT Services Sales: PEN2.4bn in 2016 to PEN3.3bn in 2019. IT services are

forecast to outperform as Peru emerges as a destination for outsourcing services, with potential for movement up the value chain from contact centres to business process outsourcing and software application development.

Contents

I would like to order

Product name: Peru Information Technology Report Q1 2016

Product link: https://marketpublishers.com/r/PEDA215C50CEN.html

Price: US$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/PEDA215C50CEN.html