+44 20 8123 2220
info@marketpublishers.com

Sweden Information Technology Report Q1 2012

https://marketpublishers.com/r/S702F6BC954EN.html
Date: January 2012
Pages: 50
Price: US$ 1,295.00 (Single User License)
ID: S702F6BC954EN

Abstracts

Includes 3 FREE quarterly updates

Market Overview

The Swedish IT market is the largest in the Nordic region and despite the economic problems it is projected to grow at a CAGR of 4% over 2012-2016. The addressable domestic market for IT products and services is projected by BMI to reach US$16.8bn in 2012 and US$20.1bn by 2016.

The IT market is expected to grow in 2012, but consumer and business confidence are vulnerable to external economic developments. Drivers of Swedish IT spending in 2012 should include purchases of computers for schools, a new national digital agenda and growing interest in cloud computing services.

Industry Developments

In 2011 the government was consulting on the development of the Swedish Digital Agenda. The new agenda, like the consultations, is expected to be broad and cover areas ranging from the use of IT in healthcare to widening digital participation and using IT to generate jobs.

Swedish computer purchases are expected to grow to about 550,000 units by 2012, according to vendors' projections. The increased rate of procurement is being driven by a programme to provide every student at a Swedish school with a computer. However, the situation in Stockholm is more complex as the city has an outsourcing arrangement with Volvo IT focused on the maintenance of traditional IT labs.

Competitive Landscape

+44 20 8123 2220
info@marketpublishers.com

A key target for IT vendors in the Swedish market are organisations aiming to help utilise efficiencies from cloud computing services such as SaaS and IaaS. In 2011, Swedish IT vendor Logica launched a private cloud for the public sector based on Microsoft's cloud platform. The partnership between Microsoft and Logica is supposed to result in industry-specific cloud offerings comprising of Logica consulting and IT services based on Microsoft infrastructure.

IT services provider Logica reported reported that its Swedish business continued to grow well in H111, with an increased revenue flow following a number of outsourcing deals it had signed over the past two years. The company's Swedish revenue was up 7% in H111 to US$326mn, with one driver being a doubling of revenue from some existing contracts.

Computer Sales

BMI forecasts Sweden's addressable computer hardware market to be worth US$3.6bn in 2012, up from US$3.4bn in 2011. Total PC revenue; including notebooks, desktops and accessories; is estimated at US$2.8bn in 2012 and is expected to rise to US$3.4bn by 2016 at a CAGR of 4%.

In 2012 the consumer PC segment is expected to decelerate with growth in durable goods purchases slowing across 2011. PC penetration of around 74% means there is still latent growth potential.

Software

In 2011 Sweden's market software sales are projected by BMI at US$5.2bn and, despite the uncertain economic conditions, revenue is expected to rise to US$6.3bn in 2016. The software CAGR for 2012- 2016 should be about 4%. Drivers of software spending by Swedish companies include increasing the efficiency of global supply chains and logistics functions.

Cloud computing services such as software-as-a-service (SaaS) are likely to be used more in Sweden over BMI's forecast period. Among the early adopters in the market is the hotel chain Scandic.

Services

Sweden's IT services spending is forecast to reach US$7.9bn in 2012, up from US$7.7bn in 2011. The economic crisis and political uncertainty had an impact in 2009 as projects were put on hold, but demand stabilised in 2010. The sector's CAGR is projected at 4% over the forecast period as the market reaches US$9.5bn by 2016.

Demand for IT services, such as systems integration (SI) and consulting, made a moderate recovery after the economic crisis resulted in reduced spending in some key IT services verticals that had previously driven IT spending. In 2012 there should more spending by sectors such as financial services, retail and telecoms.

+44 20 8123 2220
info@marketpublishers.com

Contents

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Sweden Information Technology Report Q1 2012

Product link: https://marketpublishers.com/r/S702F6BC954EN.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/S702F6BC954EN.html