

# Sweden Information Technology Report Q3 2016

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## Abstracts

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**BMI View:** Sweden is both a high-value IT hardware market and has a favourable enterprise mix that is behind high levels of spending on software and services. Maturity limits the growth potential of the hardware segment, but purchasing power gains from kroner appreciation and replacement spending should keep the market in growth. Meanwhile, the software and services segments are forecast to outperform, with data analytics and cloud computing areas of strong growth, and we highlight the potential for Sweden to be a leading adopter of labour saving smart automation and assistant technologies as a result of high labour costs and its status as a leading innovator. For the IT market as a whole, BMI forecasts a CAGR of 4.2% over 2016-2020.

### Latest Updates And Industry Developments

**Computer Hardware Sales:** Forecast to increase from SEK22.8bn in 2016 to SEK25.5bn in 2020. The market has plateaued in recent years as a result of PC market saturation (including tablets), but purchasing power gains are expected to drive stronger replacement spending over the medium term.

**Software Sales:** Forecast to increase from SEK38.7bn in 2016 to SEK43.8bn in 2020. Advanced realtime enterprise applications expected to outperform, while vertical specific solutions are also forecast to be a bright spot.

**IT Services Sales:** Forecast to increase from SEK70.3bn in 2016 to SEK86.2bn in 2020. Sweden is at the forefront of innovation in cloud services and Internet of Things solutions, and these areas are forecast to be important medium term growth drivers.

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