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The 2025-2030 World Outlook for Software-as-a-Service (SaaS) Applications

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Abstracts

This study covers the world outlook for software-as-a-service (SaaS) applications across more than 190 countries. For each year reported, estimates are given for the latent demand, or potential industry earnings (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region, and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of software-as-a-service (SaaS) applications as including all commonly understood products falling within this broad category, such as applications hosted across the Internet, eliminating the need to install and maintain the application, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include @Road, ManageSoft, Qualcomm, Trimble Navigation, and XATA. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2024).

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Contents

1 INTRODUCTION

1.1 OVERVIEW
1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?
1.3 THE METHODOLOGY
1.4 FREQUENTLY ASKED QUESTIONS (FAQ)

2 SUMMARY OF FINDINGS

2.1 THE WORLDWIDE MARKET POTENTIAL

3 AFRICA

3.1 EXECUTIVE SUMMARY
3.2 ALGERIA
3.3 ANGOLA
3.4 BENIN
3.5 BOTSWANA
3.6 BURKINA FASO
3.7 BURUNDI
3.8 CAMEROON
3.9 CAPE VERDE
3.10 CENTRAL AFRICAN REPUBLIC
3.11 CHAD
3.12 COMOROS
3.13 CONGO (FORMERLY ZAIRE)
3.14 COTE D'IVOIRE
3.15 DJIBOUTI
3.16 EGYPT
3.17 EQUATORIAL GUINEA
3.18 ERITREA
3.19 ETHIOPIA
3.20 GABON
3.21 GHANA
3.22 GUINEA
3.23 GUINEA-BISSAU
3.24 KENYA

3.25 LESOTHO
3.26 LIBERIA
3.27 LIBYA
3.28 MADAGASCAR
3.29 MALAWI
3.30 MALI
3.31 MAURITANIA
3.32 MAURITIUS
3.34 MOROCCO
3.35 MOZAMBIQUE
3.36 NAMIBIA
3.37 NIGER
3.38 NIGERIA
3.39 REPUBLIC OF CONGO
3.40 RWANDA
3.41 SAO TOME E PRINCIPE
3.42 SENEGAL
3.43 SIERRA LEONE
3.44 SOMALIA
3.45 SOUTH AFRICA
3.46 SOUTH SUDAN
3.47 ST. HELENA
3.48 SWAZILAND
3.49 TANZANIA
3.50 THE GAMBIA
3.51 TOGO
3.52 TUNISIA
3.53 UGANDA
3.54 WESTERN SAHARA
3.55 ZAMBIA
3.56 ZIMBABWE

4 ASIA

4.1 EXECUTIVE SUMMARY
4.2 BANGLADESH
4.3 BHUTAN
4.4 BRUNEI
4.5 BURMA

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4.6 CAMBODIA
4.7 CHINA
4.8 HONG KONG
4.9 INDIA
4.10 INDONESIA
4.11 JAPAN
4.12 LAOS
4.13 MACAU
4.14 MALAYSIA
4.15 MALDIVES
4.16 MONGOLIA
4.17 NEPAL
4.18 NORTH KOREA
4.19 PAPUA NEW GUINEA
4.20 PHILIPPINES
4.21 SEYCHELLES
4.22 SINGAPORE
4.23 SOUTH KOREA
4.24 SRI LANKA
4.25 TAIWAN
4.26 THAILAND
4.27 TIMOR - LESTE, DEMOCRATIC REPUBLIC OF
4.28 VIETNAM

5 EUROPE

5.1 EXECUTIVE SUMMARY
5.2 ALBANIA
5.3 ANDORRA
5.4 AUSTRIA
5.5 BELARUS
5.6 BELGIUM
5.7 BOSNIA AND HERZEGOVINA
5.8 BULGARIA
5.9 CROATIA
5.10 CYPRUS
5.11 CZECH REPUBLIC
5.12 DENMARK
5.13 ESTONIA

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5.14 FINLAND
5.15 FRANCE
5.16 GEORGIA
5.17 GERMANY
5.18 GIBRALTAR
5.19 GREECE
5.20 GUERNSEY
5.21 HUNGARY
5.22 ICELAND
5.23 IRELAND
5.24 ISLE OF MAN
5.25 ITALY
5.26 JERSEY
5.27 KAZAKHSTAN
5.28 KOSOVO
5.29 LATVIA
5.30 LIECHTENSTEIN
5.31 LITHUANIA
5.32 LUXEMBOURG
5.33 MACEDONIA
5.34 MALTA
5.35 MOLDOVA
5.36 MONACO
5.37 MONTENEGRO
5.38 NORWAY
5.39 POLAND
5.40 PORTUGAL
5.41 ROMANIA
5.42 RUSSIA
5.43 SAN MARINO
5.44 SERBIA
5.45 SLOVAKIA
5.46 SLOVENIA
5.47 SPAIN
5.48 SWEDEN
5.49 SWITZERLAND
5.50 THE FAROE ISLANDS
5.51 THE NETHERLANDS
5.52 THE UNITED KINGDOM

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5.53 UKRAINE

6 LATIN AMERICA

6.1 EXECUTIVE SUMMARY
6.2 ARGENTINA
6.3 BELIZE
6.4 BOLIVIA
6.5 BRAZIL
6.6 CHILE
6.7 COLOMBIA
6.8 COSTA RICA
6.9 ECUADOR
6.10 EL SALVADOR
6.12 GUATEMALA
6.13 GUYANA
6.14 HONDURAS
6.15 MEXICO
6.16 NICARAGUA
6.17 PANAMA
6.18 PARAGUAY
6.19 PERU
6.20 SURINAME
6.21 THE FALKLAND ISLANDS
6.22 URUGUAY
6.23 VENEZUELA

7 NORTH AMERICA & THE CARIBBEAN

7.1 EXECUTIVE SUMMARY
7.2 ANGUILLA
7.3 ANTIGUA AND BARBUDA
7.4 ARUBA
7.5 BARBADOS
7.6 BERMUDA
7.7 CANADA
7.8 CUBA
7.9 CURACAO
7.10 DOMINICA

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7.11 DOMINICAN REPUBLIC
7.12 GREENLAND
7.13 GRENADA
7.15 HAITI
7.16 JAMAICA
7.18 MONTSERRAT
7.19 PUERTO RICO
7.20 SINT MAARTEN
7.21 ST PIERRE AND MIQUELON
7.22 ST. KITTS AND NEVIS
7.23 ST. LUCIA
7.24 ST. VINCENT AND THE GRENADINES
7.25 THE BAHAMAS
7.26 THE BRITISH VIRGIN ISLANDS
7.27 THE CAYMAN ISLANDS
7.28 THE U.S. VIRGIN ISLANDS
7.29 THE UNITED STATES
7.30 TRINIDAD AND TOBAGO
7.31 TURKS AND CAICOS ISLANDS

8 OCEANIA

8.1 EXECUTIVE SUMMARY
8.2 AMERICAN SAMOA
8.3 AUSTRALIA
8.4 CHRISTMAS ISLAND
8.6 COOK ISLANDS
8.7 FIJI
8.8 FRENCH POLYNESIA
8.9 GUAM
8.10 KIRIBATI
8.11 MARSHALL ISLANDS
8.12 MICRONESIA FEDERATION
8.13 NAURU
8.14 NEW CALEDONIA
8.15 NEW ZEALAND
8.16 NIUE
8.17 NORFOLK ISLAND
8.18 PALAU

8.19 SOLOMON ISLANDS
8.20 THE NORTHERN MARIANA ISLAND
8.22 TOKELAU
8.23 TONGA
8.24 TUVALU
8.25 VANUATU
8.26 WALLIS AND FUTUNA
8.27 WESTERN SAMOA

9 THE MIDDLE EAST

9.1 EXECUTIVE SUMMARY
9.2 AFGHANISTAN
9.3 ARMENIA
9.4 AZERBAIJAN
9.5 BAHRAIN
9.6 IRAN
9.7 IRAQ
9.8 ISRAEL
9.9 JORDAN
9.10 KUWAIT
9.11 KYRGYZSTAN
9.12 LEBANON
9.13 OMAN
9.14 PAKISTAN
9.15 PALESTINE
9.16 QATAR
9.17 SAUDI ARABIA
9.18 SYRIAN ARAB REPUBLIC
9.19 TAJIKISTAN
9.20 THE UNITED ARAB EMIRATES
9.21 TURKEY
9.22 TURKMENISTAN
9.23 UZBEKISTAN
9.24 YEMEN

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