

# Global Application Software Industry 2012-2017: Trend, Profit, and Forecast Analysis, August 2012

<https://marketpublishers.com/r/G66AD1E7484EN.html>

Date: August 2012

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: G66AD1E7484EN

## Abstracts

New products, emerging markets, and business models such as cloud computing and Software-as-a-Service stimulated the market growth globally. The global application software market is expected to reach an estimated US\$167billion in 2017 with a CAGR of 6.7% over the next five years (2012-2017).

Lucintel, a leading global management consulting and market research firm, has analyzed the global application software industry and presents its findings in “Global Application Software Industry 2012-2017: Trend, Profit, and Forecast Analysis.”

The global application software industry is a consolidated industry consisting of ERP, CRM, SCM, and business intelligence and analytics. North America is the largest consumer of application software and represents almost half of the global market share. A combination of factors such as IT spending, technological innovations, and economic growth impacts the industry dynamics significantly.

Lucintel's research indicates that the revenue of the industry grew during 2006-2011 as economic growth in emerging markets such as India, China, and Latin America contributed immensely in the industry growth, which is driven by a relatively low penetration of software, fast growing economy, and local potential.

As per the study, economic growth and new emerging markets, new products, cloud computing, increasing demand from small and medium enterprises, manufacturing, and the banking and finance sector are the major drivers for the industry. The industry is expected to face certain challenges such as economic crisis, currency fluctuations, and software piracy.

This study is intended to provide concise overview of the global application software industry. The report tracks six market segments for four regions – thus it tracks twenty four segments of the application software industry.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global application software industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segments

Global application software industry analysis annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global application software industry analysis

Quarterly demand trend (Q1 2010-Q4 2011)and forecast analysis (Q1 2012 – Q4 2013) for global application software industry analysis

Gross and net profit trends in the global application software industry analysis

Cost structure trend in the global as well as regional application software industry analysis

More than 46 valuable figures/charts and 12 tables are provided in this report

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