

Australia Software Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/A6BB5D8C56E8EN.html>

Date: March 2022

Pages: 50

Price: US\$ 500.00 (Single User License)

ID: A6BB5D8C56E8EN

Abstracts

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SUMMARY

Software in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The software market is defined as revenues generated from both: sales of, and subscriptions to, various software packages and offerings. The market includes both signed deals that remain under contract, and the annual revenues associated with new contracts signed, within a particular calendar year. This excludes sales opportunities for third-party services providers.

The Australian software market had total revenues of \$9.5 billion in 2021, representing a compound annual growth rate (CAGR) of 5.8% between 2016 and 2021.

The business process applications segment was the market's most lucrative in 2021, with total revenues of \$3.2 billion, equivalent to 33.4% of the market's overall value.

Australia has witnessed cloud adoption in both the private sector and public

sector, with many of the government agencies, including municipal and city councils, as well as federal government agencies, migrating their legacy applications to the cloud.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the software market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in Australia

Leading company profiles reveal details of key software market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia software market with five year forecasts

REASONS TO BUY

What was the size of the Australia software market by value in 2021?

What will be the size of the Australia software market in 2026?

What factors are affecting the strength of competition in the Australia software market?

How has the market performed over the last five years?

What are the main segments that make up Australia's software market?

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