

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

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Abstracts

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SUMMARY

Software in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Brazilian software market had total revenues of \$7.9 billion in 2021, representing a compound annual growth rate (CAGR) of 6.3% between 2016 and 2021.

The business process applications segment was the market's most lucrative in 2021, with total revenues of \$2.9 billion, equivalent to 36.7% of the market's overall value.

The COVID-19 pandemic led to almost historical levels of reduction in consumer

demand, leading to decreased revenues and subsequent budget cuts across the enterprises.

SCOPE

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

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

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 Brazil software market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Brazil's software market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. What are the strengths/weaknesses of leading players?
- 7.4. Have there been notable products launched in recent years?
- 7.5. What has been the rationale behind recent M&A activity and strategic partnerships?

8 COMPANY PROFILES

- 8.1. Microsoft Corporation
- 8.2. International Business Machines Corporation
- 8.3. Oracle Corporation
- 8.4. TOTVS SA

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil software market value: \$ billion, 2017-21
- Table 2: Brazil software market category segmentation: \$ billion, 2021
- Table 3: Brazil software market geography segmentation: \$ billion, 2021
- Table 4: Brazil software market value forecast: \$ billion, 2021-26
- Table 5: Microsoft Corporation: key facts
- Table 6: Microsoft Corporation: Annual Financial Ratios
- Table 7: Microsoft Corporation: Key Employees
- Table 8: Microsoft Corporation: Key Employees Continued
- Table 9: International Business Machines Corporation: key facts
- Table 10: International Business Machines Corporation: Annual Financial Ratios
- Table 11: International Business Machines Corporation: Key Employees
- Table 12: International Business Machines Corporation: Key Employees Continued
- Table 13: International Business Machines Corporation: Key Employees Continued
- Table 14: Oracle Corporation: key facts
- Table 15: Oracle Corporation: Annual Financial Ratios
- Table 16: Oracle Corporation: Key Employees
- Table 17: TOTVS SA: key facts
- Table 18: TOTVS SA: Annual Financial Ratios
- Table 19: TOTVS SA: Key Employees
- Table 20: Brazil size of population (million), 2017-21
- Table 21: Brazil gdp (constant 2005 prices, \$ billion), 2017-21
- Table 22: Brazil gdp (current prices, \$ billion), 2017-21
- Table 23: Brazil inflation, 2017-21
- Table 24: Brazil consumer price index (absolute), 2017-21
- Table 25: Brazil exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

- Figure 1: Brazil software market value: \$ billion, 2017-21
- Figure 2: Brazil software market category segmentation: % share, by value, 2021
- Figure 3: Brazil software market geography segmentation: % share, by value, 2021
- Figure 4: Brazil software market value forecast: \$ billion, 2021-26
- Figure 5: Forces driving competition in the software market in Brazil, 2021
- Figure 6: Drivers of buyer power in the software market in Brazil, 2021
- Figure 7: Drivers of supplier power in the software market in Brazil, 2021
- Figure 8: Factors influencing the likelihood of new entrants in the software market in Brazil, 2021
- Figure 9: Factors influencing the threat of substitutes in the software market in Brazil, 2021
- Figure 10: Drivers of degree of rivalry in the software market in Brazil, 2021

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