

# Cloud Computing in Germany - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Cloud Computing in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The cloud computing industry consists of the Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS) segments. Values are calculated based on revenues accrued from these services. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The German Cloud Computing industry had total revenues of \$15.1bn in 2020, representing a compound annual growth rate (CAGR) of 27.2% between 2016 and 2020.

The SaaS segment was the industry's most valuable in 2020, with total

revenues of \$9.1bn, equivalent to 60.3% of the industry's overall value.

Industry growth was strong in 2020, fuelled by a growing demand for digital interconnectivity and an increase in home workers as a result of lockdown periods during the pandemic.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cloud computing market in Germany

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

Add weight to presentations and pitches by understanding the future growth prospects of the Germany cloud computing market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Germany luxury goods market by value in 2020?

What will be the size of the Germany luxury goods market in 2025?

What factors are affecting the strength of competition in the Germany luxury goods market?

How has the market performed over the last five years?

What are the main segments that make up Germany's luxury goods market?

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