

# Global Software Industry Profile & Value Chain Analysis

<https://marketpublishers.com/r/G389D5A9A71EN.html>

Date: May 2018

Pages: 50

Price: US\$ 495.00 (Single User License)

ID: G389D5A9A71EN

## Abstracts

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### SUMMARY

Global software industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global software market value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include software, publishing, distribution, and end-user.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global software market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The software market consists of five segments - enterprise applications, enterprise mobility management, information management, security software and software infrastructure. Market value figures are assessed at manufacturer

selling price (MSP), based on revenues from software sales and licenses. Any currency conversions used in the creation of this report have been calculated using constant 2016 annual average exchange rates.

The global software market had total revenues of \$347.8bn in 2017, representing a compound annual growth rate (CAGR) of 2.4% between 2013 and 2017.

Software infrastructure was the market's most lucrative segment in 2017, with total revenues of \$161.1bn, equivalent to 46.3% of the market's overall value

The majority of markets in this region, including the US, are being affected by difficulties in the enterprise applications segment. This segment of the market is feeling the impact of shifting business models in favour of cloud delivery.

Software coding is dominated by large internationally recognized companies, but that leaves valuable niche areas not covered by the leading players.

Many large companies have the capacity to self-publish due to the scale of their reach, but they still may wish to use other publishers for niche customers.

## **SCOPE**

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

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

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 global software market with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global software market value/supply chain

See examples of companies active at each stage of the global software market value/supply chain

Examine trends and burning issues impacting the global software market value/supply chain

## **REASONS TO BUY**

What was the size of the global software market by value in 2017?

What will be the size of the global software market in 2022?

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

How has the market performed over the last five years?

What are the main segments that make up the global software market?

Who are the top competitors in the global software market?

What are the key stages of the global software market value/supply chain?

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