

# Mexico Software Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/MDFB4E8C58B4EN.html>

Date: March 2022

Pages: 50

Price: US\$ 500.00 (Single User License)

ID: MDFB4E8C58B4EN

## Abstracts

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### SUMMARY

Software in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Mexican software market had total revenues of \$5.4 billion in 2021, representing a compound annual growth rate (CAGR) of 6.4% between 2016 and 2021.

The business process applications segment was the market's most valuable in 2021, with total revenues of \$2.1 billion, equivalent to 38.3% of the market's overall value.

The COVID-19 crisis highlighted several examples of processes that can be

digitized and virtualized, which increased demand for software products.

## SCOPE

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

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

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 Mexico software market with five year forecasts by both value and volume

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Mexico'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. Alphabet Inc

## **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: Mexico software market value: \$ billion, 2017-21
- Table 2: Mexico software market category segmentation: \$ billion, 2021
- Table 3: Mexico software market geography segmentation: \$ billion, 2021
- Table 4: Mexico 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: Alphabet Inc: key facts
- Table 18: Alphabet Inc: Annual Financial Ratios
- Table 19: Alphabet Inc: Key Employees
- Table 20: Mexico size of population (million), 2017-21
- Table 21: Mexico gdp (constant 2005 prices, \$ billion), 2017-21
- Table 22: Mexico gdp (current prices, \$ billion), 2017-21
- Table 23: Mexico inflation, 2017-21
- Table 24: Mexico consumer price index (absolute), 2017-21
- Table 25: Mexico exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

Figure 1: Mexico software market value: \$ billion, 2017-21

Figure 2: Mexico software market category segmentation: % share, by value, 2021

Figure 3: Mexico software market geography segmentation: % share, by value, 2021

Figure 4: Mexico software market value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the software market in Mexico, 2021

Figure 6: Drivers of buyer power in the software market in Mexico, 2021

Figure 7: Drivers of supplier power in the software market in Mexico, 2021

Figure 8: Factors influencing the likelihood of new entrants in the software market in Mexico, 2021

Figure 9: Factors influencing the threat of substitutes in the software market in Mexico, 2021

Figure 10: Drivers of degree of rivalry in the software market in Mexico, 2021

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