

# Software in Australia - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Software in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 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 \$12.4bn in 2020, representing a compound annual growth rate (CAGR) of 1.7% between 2016 and 2020.

The business process applications segment was the market's most lucrative in 2020, with total revenues of \$4.3bn, equivalent to 34.3% of the market's overall value. The

In recent years, growth has been driven primarily by increased mobile and cloud

computing usage among businesses and the population.

## **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 2020?

What will be the size of the Australia software market in 2025?

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?

## 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 the 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?
- 7.6. How has the COVID-19 pandemic impacted leading players?

## **8 COMPANY PROFILES**

- 8.1. Microsoft Corporation
- 8.2. International Business Machines Corporation
- 8.3. Alphabet Inc
- 8.4. Oracle Corporation

## **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: Australia software market value: \$ billion, 2016-20
- Table 2: Australia software market category segmentation: \$ billion, 2020
- Table 3: Australia software market geography segmentation: \$ billion, 2020
- Table 4: Australia software market value forecast: \$ billion, 2020-25
- 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: Alphabet Inc: key facts
- Table 14: Alphabet Inc: Annual Financial Ratios
- Table 15: Alphabet Inc: Key Employees
- Table 16: Oracle Corporation: key facts
- Table 17: Oracle Corporation: Annual Financial Ratios
- Table 18: Oracle Corporation: Annual Financial Ratios (Continued)
- Table 19: Oracle Corporation: Key Employees
- Table 20: Australia size of population (million), 2016-20
- Table 21: Australia gdp (constant 2005 prices, \$ billion), 2016-20
- Table 22: Australia gdp (current prices, \$ billion), 2016-20
- Table 23: Australia inflation, 2016-20
- Table 24: Australia consumer price index (absolute), 2016-20
- Table 25: Australia exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Australia software market value: \$ billion, 2016-20

Figure 2: Australia software market category segmentation: % share, by value, 2020

Figure 3: Australia software market geography segmentation: % share, by value, 2020

Figure 4: Australia software market value forecast: \$ billion, 2020-25

Figure 5: Forces driving competition in the software market in Australia, 2020

Figure 6: Drivers of buyer power in the software market in Australia, 2020

Figure 7: Drivers of supplier power in the software market in Australia, 2020

Figure 8: Factors influencing the likelihood of new entrants in the software market in Australia, 2020

Figure 9: Factors influencing the threat of substitutes in the software market in Australia, 2020

Figure 10: Drivers of degree of rivalry in the software market in Australia, 2020

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