

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

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## Abstracts

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### SUMMARY

Software in Italy 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 Italian software market had total revenues of \$10.1bn in 2020, representing a compound annual growth rate (CAGR) of 2.9% between 2016 and 2020.

The business process applications segment was the market's most lucrative in 2020, with total revenues of \$3.6bn, equivalent to 35.7% of the market's overall value.

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 Italy

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

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 Italy software market with five year forecasts

## REASONS TO BUY

What was the size of the Italy software market by value in 2020?

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

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

How has the market performed over the last five years?

What are the main segments that make up Italy'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. SAP SE

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

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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