

Software in Turkey

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Abstracts

Software in Turkey

SUMMARY

Software in Turkey industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). 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%li%party services providers.

The Turkish software market had total revenues of \$4.1bn in 2019, representing a compound annual growth rate (CAGR) of 10.4% between 2015 and 2019.

The business process applications segment was the market's most lucrative in 2019, with total revenues of \$1.4bn, equivalent to 34.8% of the market's overall value.

Turkey has experienced strong growth rates in terms of its software market. The growth over the past five years has been driven primarily by increased mobile and cloud computing usage among businesses.

SCOPE

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

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

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 Turkey software market with five year forecasts

REASONS TO BUY

What was the size of the Turkey software market by value in 2019?

What will be the size of the Turkey software market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up Turkey's software market?

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COMPANIES MENTIONED

Microsoft Corporation

International Business Machines Corporation

Alphabet Inc

Oracle Corporation

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