

Software in Brazil

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Abstracts

Software in Brazil

Summary

Software in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). 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 encompasses applications used for business operations (e.g., ERP, CRM, etc.), as well as infrastructure software that manages IT systems and operations.

The Brazilian software market registered revenues of \$22.7 billion in 2023, representing a compound annual growth rate (CAGR) of 12.7% between 2018 and 2023.

The business process applications segment accounted for the market's largest proportion in 2023, with total revenues of \$6.3 billion, equivalent to 27.9% of the market's overall value.

The Brazilian software market is growing fuelled by a growing number of government initiatives and plans, to promote the use of new technologies, by Brazilian businesses.

Scope

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

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

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

Reasons to Buy

What was the size of the Brazil software market by value in 2023?

What will be the size of the Brazil software market in 2028?

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

How has the market performed over the last five years?

Who are the top competitors in Brazil'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 most recent market developments?

8 COMPANY PROFILES

- 8.1. TOTVS SA
- 8.2. Oracle Corporation
- 8.3. Microsoft Corporation
- 8.4. International Business Machines 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: Brazil software market value: \$ million, 2018–23

Table 2: Brazil software market category segmentation: % share, by value, 2018–2023

Table 3: Brazil software market category segmentation: \$ million, 2018-2023

Table 4: Brazil software market geography segmentation: \$ million, 2023

Table 5: Brazil software market value forecast: \$ million, 2023–28

Table 6: TOTVS SA: key facts

Table 7: TOTVS SA: Annual Financial Ratios

Table 8: TOTVS SA: Key Employees

Table 9: Oracle Corporation: key facts

Table 10: Oracle Corporation: Annual Financial Ratios

Table 11: Oracle Corporation: Key Employees

Table 12: Oracle Corporation: Key Employees Continued

Table 13: Microsoft Corporation: key facts

Table 14: Microsoft Corporation: Annual Financial Ratios

Table 15: Microsoft Corporation: Key Employees

Table 16: Microsoft Corporation: Key Employees Continued

Table 17: International Business Machines Corporation: key facts

Table 18: International Business Machines Corporation: Annual Financial Ratios

Table 19: International Business Machines Corporation: Key Employees

Table 20: International Business Machines Corporation: Key Employees Continued

Table 21: Brazil size of population (million), 2019–23

Table 22: Brazil gdp (constant 2005 prices, \$ billion), 2019–23

Table 23: Brazil gdp (current prices, \$ billion), 2019–23

Table 24: Brazil inflation, 2019–23

Table 25: Brazil consumer price index (absolute), 2019–23

Table 26: Brazil exchange rate, 2019–23

List Of Figures

LIST OF FIGURES

Figure 1: Brazil software market value: \$ million, 2018–23

Figure 2: Brazil software market category segmentation: \$ million, 2018-2023

Figure 3: Brazil software market geography segmentation: % share, by value, 2023

Figure 4: Brazil software market value forecast: \$ million, 2023–28

Figure 5: Forces driving competition in the software market in Brazil, 2023

Figure 6: Drivers of buyer power in the software market in Brazil, 2023

Figure 7: Drivers of supplier power in the software market in Brazil, 2023

Figure 8: Factors influencing the likelihood of new entrants in the software market in Brazil, 2023

Figure 9: Factors influencing the threat of substitutes in the software market in Brazil, 2023

Figure 10: Drivers of degree of rivalry in the software market in Brazil, 2023

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