

# **IT Software Market Size, Share, and Outlook, 2025 Report- By Deployment (SaaS-Based, On-Premise Based), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (BFSI, Telecom, Retail, Healthcare, Energy Utilities, Others), By Software (Application Development Tools, System Infrastructure Software), 2018-2032**

<https://marketpublishers.com/r/IFC4306677EDEN.html>

Date: April 2025

Pages: 164

Price: US\$ 3,680.00 (Single User License)

ID: IFC4306677EDEN

## **Abstracts**

### **IT Software Market Outlook**

The IT Software Market size is expected to register a growth rate of 12.2% during the forecast period from \$792.57 Billion in 2025 to \$1774.1 Billion in 2032. The IT Software market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on IT Software segments across 22 countries from 2021 to 2032. Key segments in the report include By Deployment (SaaS-Based, On-Premise Based), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (BFSI, Telecom, Retail, Healthcare, Energy Utilities, Others), By Software (Application Development Tools, System Infrastructure Software). Over 70 tables and charts showcase findings from our latest survey report on IT Software markets.

### **IT Software Market Insights, 2025**

The IT Software Market continues to expand due to the rise of AI-powered software automation, cloud-based software-as-a-service (SaaS) solutions, and blockchain-

backed cybersecurity software. Companies like Microsoft, Oracle, and SAP are integrating machine learning for intelligent data processing, AI-driven software development automation, and cloud-based business intelligence solutions to enhance IT software capabilities. The growing adoption of AI-driven enterprise software, blockchain-backed cybersecurity tools, and IoT-integrated software platforms is driving industry transformation. However, high licensing costs, cybersecurity threats in cloud-based software, and compliance challenges in AI-driven software applications remain barriers. Additionally, government policies promoting AI-powered digital transformation, tax incentives for cloud-based software adoption, and cybersecurity regulations for IT software compliance are shaping market growth.

### Five Trends that will define global IT Software market in 2025 and Beyond

A closer look at the multi-million market for IT Software identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading IT Software companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of IT Software vendors.

### What are the biggest opportunities for growth in the IT Software industry?

The IT Software sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### IT Software Market Segment Insights

The IT Software industry presents strong offers across categories. The analytical report offers forecasts of IT Software industry performance across segments and countries. Key segments in the industry include%li%By Deployment (SaaS-Based, On-Premise Based), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (BFSI, Telecom, Retail, Healthcare, Energy Utilities, Others), By Software (Application Development Tools, System Infrastructure Software). The largest types,

applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, IT Software market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global IT Software industry ecosystem. It assists decision-makers in evaluating global IT Software market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the IT Software industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

### Asia Pacific IT Software Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe IT Software Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of

the largest markets for IT Software with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key IT Software market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US IT Software market Insights%li%Vendors are exploring new opportunities within the US IT Software industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US IT Software companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American IT Software market.

Latin American IT Software market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa IT Software Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African IT Software markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern IT Software markets including the

UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape%li%How IT Software companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Accenture, Capgemini, Cognizant, Deloitte Touche Tohmatsu Ltd, DXC Technology, HCL Technologies, IBM, Infosys Ltd, Microsoft Corp, Oracle Corp, Salesforce Inc, SAP SE, Tata Consultancy Services Ltd, Wipro Ltd.

## IT Software Market Segmentation

### By Deployment

SaaS-Based

On-Premise Based

### By Organization Size

Small and Medium Enterprise

Large Enterprise

### By End-User

BFSI

Telecom

Retail

Healthcare

Energy Utilities

Others

By Software

Application Development Tools

System Infrastructure Software

Leading Companies

Accenture

Capgemini

Cognizant

Deloitte Touche Tohmatsu Ltd

DXC Technology

HCL Technologies

IBM

Infosys Ltd

Microsoft Corp

Oracle Corp

Salesforce Inc

SAP SE

Tata Consultancy Services Ltd

Wipro Ltd

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 IT Software Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest IT Software Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL IT SOFTWARE MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis



- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 IT Software Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. IT SOFTWARE MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### **By Deployment**

**SaaS-Based**

**On-Premise Based**

**By Organization Size**

**Small and Medium Enterprise**

**Large Enterprise**

**By End-User**

**BFSI**

**Telecom**

**Retail**

**Healthcare**

**Energy Utilities**

**Others**

**By Software**

**Application Development Tools**

**System Infrastructure Software**

## **6. GLOBAL IT SOFTWARE MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario**
- 6.2 Base/Reference Case**
- 6.3 High Growth Scenario**

## **6. NORTH AMERICA IT SOFTWARE MARKET SIZE OUTLOOK**

### **6.1 Key Market Statistics, 2024**

### **6.2 North America IT Software Market Trends and Growth Opportunities**

#### **6.2.1 North America IT Software Market Outlook by Type**

#### **6.2.2 North America IT Software Market Outlook by Application**

### **6.3 North America IT Software Market Outlook by Country**

#### **6.3.1 The US IT Software Market Outlook, 2021- 2032**

#### **6.3.2 Canada IT Software Market Outlook, 2021- 2032**

#### **6.3.3 Mexico IT Software Market Outlook, 2021- 2032**

## **7. EUROPE IT SOFTWARE MARKET SIZE OUTLOOK**

### **7.1 Key Market Statistics, 2024**

### **7.2 Europe IT Software Market Trends and Growth Opportunities**

#### **7.2.1 Europe IT Software Market Outlook by Type**

#### **7.2.2 Europe IT Software Market Outlook by Application**

### **7.3 Europe IT Software Market Outlook by Country**

#### **7.3.2 Germany IT Software Market Outlook, 2021- 2032**

#### **7.3.3 France IT Software Market Outlook, 2021- 2032**

#### **7.3.4 The UK IT Software Market Outlook, 2021- 2032**

#### **7.3.5 Spain IT Software Market Outlook, 2021- 2032**

#### **7.3.6 Italy IT Software Market Outlook, 2021- 2032**

#### **7.3.7 Russia IT Software Market Outlook, 2021- 2032**

#### **7.3.8 Rest of Europe IT Software Market Outlook, 2021- 2032**

## **8. ASIA PACIFIC IT SOFTWARE MARKET SIZE OUTLOOK**

### **8.1 Key Market Statistics, 2024**

### **8.2 Asia Pacific IT Software Market Trends and Growth Opportunities**

#### **8.2.1 Asia Pacific IT Software Market Outlook by Type**

#### **8.2.2 Asia Pacific IT Software Market Outlook by Application**

### **8.3 Asia Pacific IT Software Market Outlook by Country**

#### **8.3.1 China IT Software Market Outlook, 2021- 2032**

#### **8.3.2 India IT Software Market Outlook, 2021- 2032**

#### **8.3.3 Japan IT Software Market Outlook, 2021- 2032**

#### **8.3.4 South Korea IT Software Market Outlook, 2021- 2032**

#### **8.3.5 Australia IT Software Market Outlook, 2021- 2032**

#### **8.3.6 South East Asia IT Software Market Outlook, 2021- 2032**

### **8.3.7 Rest of Asia Pacific IT Software Market Outlook, 2021- 2032**

## **9. SOUTH AMERICA IT SOFTWARE MARKET SIZE OUTLOOK**

### **9.1 Key Market Statistics, 2024**

### **9.2 South America IT Software Market Trends and Growth Opportunities**

#### **9.2.1 South America IT Software Market Outlook by Type**

#### **9.2.2 South America IT Software Market Outlook by Application**

### **9.3 South America IT Software Market Outlook by Country**

#### **9.3.1 Brazil IT Software Market Outlook, 2021- 2032**

#### **9.3.2 Argentina IT Software Market Outlook, 2021- 2032**

#### **9.3.3 Rest of South and Central America IT Software Market Outlook, 2021- 2032**

## **10. MIDDLE EAST AND AFRICA IT SOFTWARE MARKET SIZE OUTLOOK**

### **10.1 Key Market Statistics, 2024**

### **10.2 Middle East and Africa IT Software Market Trends and Growth Opportunities**

#### **10.2.1 Middle East and Africa IT Software Market Outlook by Type**

#### **10.2.2 Middle East and Africa IT Software Market Outlook by Application**

### **10.3 Middle East and Africa IT Software Market Outlook by Country**

#### **10.3.1 Saudi Arabia IT Software Market Outlook, 2021- 2032**

#### **10.3.2 The UAE IT Software Market Outlook, 2021- 2032**

#### **10.3.3 Rest of Middle East IT Software Market Outlook, 2021- 2032**

#### **10.3.4 South Africa IT Software Market Outlook, 2021- 2032**

#### **10.3.5 Egypt IT Software Market Outlook, 2021- 2032**

#### **10.3.6 Rest of Africa IT Software Market Outlook, 2021- 2032**

## **11. COMPANY PROFILES**

### **11.1 Leading 10 Companies**

**Accenture**

**Capgemini**

**Cognizant**

**Deloitte Touche Tohmatsu Ltd**

**DXC Technology**

**HCL Technologies**

**IBM**

**Infosys Ltd**

**Microsoft Corp**

**Oracle Corp**  
**Salesforce Inc**  
**SAP SE**  
**Tata Consultancy Services Ltd**  
**Wipro Ltd**  
**11.2 Overview**  
**11.3 Products and Services**  
**11.4 SWOT Profile**

## **12. APPENDIX**

**12.1 Subscription Options**  
**12.2 Customization Options**  
**12.3 Publisher Details**

## I would like to order

Product name: IT Software Market Size, Share, and Outlook, 2025 Report- By Deployment (SaaS-Based, On-Premise Based), By Organization Size (Small and Medium Enterprise, Large Enterprise), By End-User (BFSI, Telecom, Retail, Healthcare, Energy Utilities, Others), By Software (Application Development Tools, System Infrastructure Software), 2018-2032

Product link: <https://marketpublishers.com/r/IFC4306677EDEN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IFC4306677EDEN.html>