

Custom Software Development Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (Web-based Solutions, Mobile App, Enterprise Software), By Deployment (Cloud, On-premise), By Enterprise Size (Large Enterprises, Small & Medium Enterprises (SMEs)), By End Use (BFSI, Government, Healthcare, IT & Telecom, Manufacturing, Retail, Others), By Region, and By Competition, 2021-2031F

Market Report | 2026-01-05 | 185 pages | TechSci Research

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Report description:

Market Overview

The Global Custom Software Development Market will grow from USD 35.22 Billion in 2025 to USD 100.78 Billion by 2031 at a 19.15% CAGR. The Global Custom Software Development Market involves the creation of unique technology solutions tailored to meet specific organizational requirements rather than prepackaged commercial applications.

Key Market Drivers

The integration of Artificial Intelligence and Big Data Analytics is fundamentally reshaping the sector by enhancing coding efficiency and enabling the creation of intelligent, data-driven applications. Developers are increasingly leveraging generative AI to automate routine coding tasks and accelerate the software delivery lifecycle, which allows businesses to deploy proprietary solutions more rapidly.

Key Market Challenges

The persistent shortage of skilled technical talent acts as a substantial constraint on the expansion of the custom software development sector. As organizations seek to implement specialized digital solutions, the limited supply of developers proficient in required programming languages creates a highly competitive hiring environment. This scarcity compels software development

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firms to increase compensation packages to attract and retain qualified personnel, which directly inflates overall project costs.

Key Market Trends

The adoption of Low-Code and No-Code (LCNC) development platforms is radically democratizing the creation of custom software, allowing organizations to bypass traditional technical bottlenecks. By providing visual development interfaces, these platforms enable "citizen developers" with limited coding experience to build functional enterprise applications, thereby accelerating digital delivery and reducing the dependency on specialized engineering talent.

Key Market Players

- Accenture plc
- Cognizant Technology Solutions Corporation
- International Business Machines Corporation
- Infosys Limited
- Tata Consultancy Services Limited
- DXC Technology Company
- Capgemini SE
- EPAM Systems Inc.
- NTT Data Corporation
- Atos SE

Report Scope:

In this report, the Global Custom Software Development Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

-□Custom Software Development Market, By Solution:

- o□Web-based Solutions
- o□Mobile App
- o□Enterprise Software

-□Custom Software Development Market, By Deployment:

- o□Cloud
- o□On-premise

-□Custom Software Development Market, By Enterprise Size:

- o□Large Enterprises
- o□Small & Medium Enterprises (SMEs)

-□Custom Software Development Market, By End Use:

- o□BFSI
- o□Government
- o□Healthcare
- o□IT & Telecom
- o□Manufacturing
- o□Retail
- o□Others

-□Custom Software Development Market, By Region:

- o□North America
 - United States
 - Canada
 - Mexico
- o□Europe
 - France
 - United Kingdom
 - Italy

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- Spain
- o□Asia Pacific
- China
- India
- Japan
- Australia
- South Korea
- o□South America
- Brazil
- Argentina
- Colombia
- o□Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Custom Software Development Market.

Available Customizations:

Global Custom Software Development Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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