

Software in Australia

Industry Report | 2025-10-16 | 44 pages | MarketLine

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Report description:

Software in Australia

Summary

Software in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- 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 market value represents the revenue generated from sales and subscriptions of various software packages and offerings. It includes both signed deals that remain under contract and the annual revenues associated with new contracts signed within a specific calendar year. This excludes sales opportunities for third-party service providers.
- The Australian software market recorded revenues of \$21.0 billion in 2024, representing a compound annual growth rate (CAGR) of 10.5% between 2019 and 2024.
- The business process applications segment accounted for the market's largest proportion in 2024, with total revenues of \$5.1 billion, equivalent to 24.5% of the market's overall value.
- In 2024, the Australian software market recorded an annual growth of 13.8%. The growth is attributed to the accelerating digital transformation among small and medium-sized enterprises (SMEs).

Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in Australia
- 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 Australia software market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Australia software market by value in 2024?
- What will be the size of the Australia software market in 2029?
- What factors are affecting the strength of competition in the Australia software market?
- How has the market performed over the last five years?
- How large is Australia's software market in relation to its regional counterparts?

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