

Software in Mexico

Industry Report | 2025-10-16 | 50 pages | MarketLine

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Report description:

Software in Mexico

Summary

Software in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 Mexican software market recorded revenues of \$13.2 billion in 2024, representing a compound annual growth rate (CAGR) of 11.3% between 2019 and 2024.
- The business process applications segment accounted for the market's largest proportion in 2024, with total revenues of \$3.9 billion, equivalent to 29.6% of the market's overall value.
- In 2024, the Mexican software market recorded an annual growth of 12.9%. The growth is attributed to the accelerating digital transformation among small and medium-sized enterprises (SMEs). According to the National Institute of Statistics and Geography's (INEGI) 2024 Economic Census, Mexico has 5.4 million micro, small, and medium-sized enterprises (MSMEs) that account for 71% of national employment.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the software market in Mexico
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in Mexico
- 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 Mexico software market with five year forecasts

Reasons to Buy

- What was the size of the Mexico software market by value in 2024?
- What will be the size of the Mexico software market in 2029?
- What factors are affecting the strength of competition in the Mexico software market?
- How has the market performed over the last five years?
- Who are the top competitors in Mexico's software market?

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