Article published on June 6th 2012 | Business

The software market of China is poised to demonstrate a robust growth of 20% CAGR during 2010-15.

The report begins with the introduction of software industry covering major types of software followed by the historical evolution of Chinaâ€™s software industry. The market overview section provides global software market size with growth potential for the period of 2010 and 2015. Domestic software market overview also delves into the market size and growth potential for the same period along with a split of sub-sectors and major software hubs in China. The report finds that four cities located in eastern China contribute more than half of total software output in China.

http://www.bharatbook.com/market-research-reports/information-technology-market-research-report/software-market-in-china-2012.html

The international trade section provides detailed information about the software exports and its growth during 2010-11. It also provides export figures of software outsourcing for the same period. Further the share of export to output over the decade ending 2009 is also illustrated.

Key factors driving the growth of software market in China include modernization of core sectors, large internet & mobile phone user base, increased adoption of e-commerce, rise in income, increasing emphasis on computerization and rising population of computer scientists graduating annually in China.

The report finds that China being the worldâ€™s 2nd largest economy after US acts as a key growth driver for its software market. China has the largest consumer base of internet and mobile phone users in the world which provides high impetus for the growth in Chinaâ€™s software market. With increased adoption of e-commerce making financial transactions online, there is a rising need for payment gateways and other related software platforms driving the software industry in China. Rise in disposable income is an important driver for promoting the use of expensive genuine software. Largely untapped rural markets with low-cost services and appropriate business models act as a compelling factor in the growth of Chinese software market. Wave of computerization and automation both in public and private sectors is driving the growth of software market in China.Over 10,000 computer scientists graduate every year, depicting strong growth potential for software market.Market Report

For more information kindly visit :

Software Market in China 2012

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Article Keywords:
China, Software, Demand Forecast, Market, Market Research Reports

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