

## Software: Inc Impact of COVID-19 - UK - May 2020

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“COVID-19 has hugely encouraged remote working and while for some workers this will be temporary, it is likely to have a profound effect on working practices in the longer term.”

– Terry Leggett, Senior Analyst, 19 June 2020

This report looks at the following areas:

- The types of software that have seen sales growth due to the COVID-19 related social distancing restrictions.
- The medium and long-term implications of the changes introduced to end-use sectors by COVID-19.
- Why the growth of the market will accelerate after the initial disruption from COVID-19.
- How the cloud is continuing to gain share with important implications for the software sector.

The volume of data produced each year continues to demonstrate exponential growth. It will gain a further boost from the rise of the Internet of Things, which is being facilitated by the 5G roll-out. These factors remain the critical building blocks stimulating strong growth in the £28 billion software market. The disruption to the economy caused by efforts to contain the COVID-19 outbreak has caused specific short-term market changes, such as the growth of web conferencing. In the medium term, growth will suffer from economic disruption in end-use markets, but it will be stimulated in the long term by companies seeking growth through the scalable technology offered by cloud computing.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Strategy

Zoom

Activity

Performance

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Strategy

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