Tech Market View
UK DEPTH GLOBAL TRENDS

MARKET*VIEWS*

UK Software & IT Services Market Trends & Forecasts 2024

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Foreword

Welcome to the 2024 TechMarketView Market Trends & Forecasts report!

This research is eagerly awaited each year and we know just how extensively it is used by the industry and buyers to get the most realistic and honest view of the UK Software and IT Services market. The market data and analysis in this report forms the foundations of strategic decision making by our clients as well as our own additional work to support them.

With insight from across TechMarketView's analyst team, the report is a first port of call for anyone wanting to understand the overall size and shape of the UK Software & IT Services market, the key drivers and trends, and our view of what the future holds. Use its data to support your business planning and forecasting, benchmark your performance against the market, or identify areas of opportunity and threat.

TechMarketView's research theme for 2024 is Enabling Acceleration, which describes a market where customers want to transform at pace but are being held back from doing so for a variety of reasons. And this is where the supplier community has an essential role to play in disentangling the challenges and setting end user organisations up for future success.

We recommend reading this Foundation Service report alongside the forthcoming subsector Market Trends & Forecasts reports within our other research streams – TechSectorViews, PublicSectorViews, and FinancialServicesViews – for the full in-depth picture of the UK tech market.

Our analysts are always keen to hear from you and we encourage you to contact them directly (see our website for contact information) if you'd like to learn more about how they can help your organisation.

We look forward to discussing the research with many of you over the coming months and look forward to catching up at our TechMarketView Evening event n 26th September.

Kate Hanaghan
Chief Research Officer and Partner

Contents

Figures

Tables

About this report

Market Trends and Forecasts 2024 consolidates TechMarketView's latest forecasts and trends analysis for the UK Software and IT Services (SITS) market.

The report draws on a large range of data points and research interviews, with analysts applying our unique and carefully developed research methodology. We pride ourselves on our rigour and market knowledge, along with our ability to decipher complex trends and provide clear advice to our clients.

As well as receiving a comprehensive view of the current market scene, our analysis will help you understand how we expect to see the markets evolve in coming years. TechMarketView's market data is based on our proprietary Digital Evolution Model (DEM). The model segments the market in terms of the categories of offerings that SITS buyers consume and is an analytical framework that provides a more detailed view of how rotation from Heritage to Digital, Platform, and Cybersecurity services is impacting market activity. The DEM also reflects the increasing breakdown of boundaries between traditional asset demarcations by focusing primarily on the nature of what is being delivered, namely:

- **Consulting:** Project-based services centred on the provision of expert advice to help improve organisational and business performance through the best use of information technology.

- **Solutions:** Discrete services centred on the creation and/or supply and deployment within a customer of new business and/or technological capabilities.

- **Operations:** The assumption of day-to-day delivery responsibility for the continuous provision of one or more elements of a client's business process and information technology service portfolio (including Infrastructure, Applications, and Business Processes).

- **Enterprise Software:** Refers to SaaS (the supply of applications as a service by a software publisher), Infrastructure & Information management software, and Productivity & Business applications software products.

As with previous years, we provide discrete estimates and forecasts for the UK Cybersecurity market.

We also overlay the core market model with a view by industry sector with detailed analysis on the following:

- Financial Services
- Public Sector
- Manufacturing
- Telecoms, Technology & Media
- Retail & Wholesale
- Energy & Utilities
- Travel & Transportation

Market Trends and Forecasts 2024 is the companion to TechMarketView's UK SITS Ranking 2024 in which readers will find our unique annual ranking tables for the leading suppliers of Software and IT Services to the UK market.

An Excel spreadsheet with our market estimates and forecasts in this report is available to clients for download here: UK SITS Market Forecasts 2024 (Excel).