

## Amazon Web Services becomes largest player in UK Software & IT Services market

**Farnham, United Kingdom, 5th July 2023** – Technology Analyst and Advisory firm, TechMarketView, has released its latest analysis of supplier performance in the UK revealing a new player in the number one spot.

TechMarketView's unique take on the UK Software and IT Services (SITS) supplier landscape, **UK SITS Rankings 2023**, shows that **Amazon Web Services** now holds the top spot as the largest provider in the market (according to revenue estimates).

Last year, the hyperscaler held the number two spot behind **TCS**, which continued to perform well over the period analysed. However, high double-digit performances from AWS and **Accenture** alike, mean the Top 3 has been 'shuffled'.

Kate Hanaghan, Chief Research Officer, said: "*While we have seen UK revenue growth slow at AWS, at just over 30% the firm is still growing at an impressive clip given its size – which we estimate to have been close to £3.8bn in 2022.*

Outside of the Top 3, there were strong, double-digit UK performances (based on TechMarketView estimates) by **Microsoft**, **Capgemini**, **IBM**, and **HCLTech**. Microsoft remains the largest provider in Enterprise Software in the UK, with the Top 4 positions all held by the 'usual suspects'. Business management specialist, **The Access Group**, put in a particularly outstanding performance, with estimated growth of over 40% – moving it into the Top 5.

Hanaghan concluded: "*2022 saw the total UK SITS market grow at its **fastest rate for more than a decade** – up **12.2% to £67.7bn**. However, this year we expect to see that rate easing to something much closer to 7.0%.*

*Organisations are having to assess how they tackle flagging productivity combined with inflationary pressures and labour shortages. Our new market analysis reflects how the ongoing productivity crisis in the UK will drive strong demand for tech investments in multiple areas over the next few years."*

**For more details on the supplier or forecast data – or more explanation – please contact [Kate Hanaghan](#).**

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## About TechMarketView

TechMarketView is an influential boutique analyst and advisory firm focused on the UK tech market. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight.

Get the daily UKHotViews email for our unique take on the UK tech scene. Sign up for free at [www.techmarketview.com/ukhotviews](http://www.techmarketview.com/ukhotviews).

*The full report is available to TechMarketView Foundation Service members: [UK SITS Supplier Rankings 2023](#).*

It is the sister report to Market Trends and Forecasts 2023. Our Foundation Service clients can read them together to get an unparalleled multi-dimensional view of the UK Software and IT Services scene as it looks today and how it is forecast to evolve in the coming years.

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