SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Custom software development companies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Custom software research should start with a process you can improve. Two firms in the same sector may use different systems and need different solutions.

$4.64T
Digitally delivered exports
World / 2024 [S01]

+8.3%
Digital export growth
World / 2024, annual [S01]

$1T
Computer service exports
World / 2024, rounded [S01]

01 What you can offer

Offer software development for a defined business process or for connecting existing systems.

02 Where to start

Choose a process you know, such as distributor order tracking.

03 What to ask

Identify the team experiencing the problem and the project owner.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Cross-border digital service trade shows the scale of services delivered to customers abroad. Your own opportunity depends on expertise, working language and the client's systems.

Digitally delivered exports

World / 2024 [S01]

$4.64T

Digital export growth

World / 2024, annual [S01]

+8.3%

Computer service exports

World / 2024, rounded [S01]

$1T

What these figures cover

Digital delivery covers many services, including computer services. The growth rates overlap and must not be added. These totals do not measure your specific service market.

Consider international customers

Sell a defined discovery or delivery project abroad with agreed time zones, access and handover.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global digital service indicators

2024 annual growth (%)

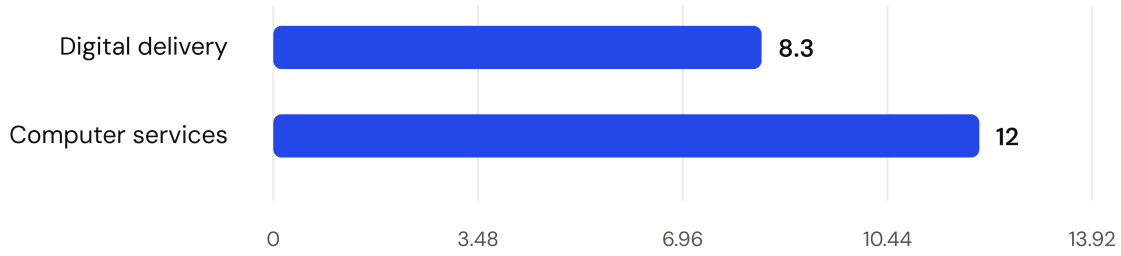


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a process you know, such as distributor order tracking. Speak with firms using similar workflows to understand their current arrangements.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Sell a defined discovery or delivery project abroad with agreed time zones, access and handover.

Digital delivery covers many services, including computer services. The growth rates overlap and must not be added. These totals do not measure your specific service market.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Manufacturers

What to discuss
Ask manufacturers where they need software support for production or order tracking.

Who to speak with
Process owner or technology lead

PROFILE 02
Potential buyer

B2B distributors

What to discuss
Learn how distributors handle orders, stock and dealer processes in their existing systems.

Who to speak with
Process owner or technology lead

PROFILE 03
Potential buyer

Professional services

What to discuss
Discuss client, project or task tracking needs with service firms.

Who to speak with
Process owner or technology lead

PROFILE 04
Potential buyer

Multi-site operators

What to discuss
Review how multi-site businesses share information between branches and head office.

Who to speak with
Process owner or technology lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a process you know, such as distributor order tracking. Speak with firms using similar workflows to understand their current arrangements.

Next step

Research a small group of relevant firms.

02

Define the work together

Identify the team experiencing the problem and the project owner. Agree existing systems, data access and what the first delivery must achieve.

Next step

Write down the agreed requirements.

03

Look across borders

Sell a defined discovery or delivery project abroad with agreed time zones, access and handover.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Annual Report 2025, pp. 12–14**
WTO · 2025
www.wto.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/custom-software-development-companies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION