

Marketing

The most significant trend affecting our company is the growth of business-to-business e-commerce.

This fast growing sector of e-commerce industry has gone from less than \$50 billion to more than \$160 billion in last three years.



International Software Sales Statistics

Software Sales in the International Market

The following aggregate data shows where sales originate. The US accounts for 60% of software sold. The top 8 countries account for nearly 91% of all software sold!

	Percentage of Sales
Country	
United States	61.82%
United Kingdom	8.56%
Canada	5.98%
Australia	3.56%
France	3.24%
Spain	3.23%
Germany	2.83%
Netherlands	1.42%

International Sales

