



# IT market in Ukraine 2009

## Development forecasts for 2009-2013

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## A word from the author



During in-depth interviews between PMR and leading Ukrainian IT vendors for the purposes of our recent report, the companies made a clear distinction between the “pre-crisis” and “post-crisis” development of the IT market in Ukraine.

Indeed, the main characteristic of the domestic IT market before the economic crisis hit, was the 40% growth rate and demand which outstripped supply. The main problems that IT vendors had to resolve were a skills shortage, the development of computer assembly capacities, and retail channels.

The global economic crisis of 2008 hit Ukraine hard and brought the IT market boom to a halt. At the end of 2008 IT sales have started falling, with businesses postponing or delaying most existing and planned IT projects.

On the other hand it is worth remembering that even largest companies in Ukraine are still strongly underinvested in terms of IT, what, at least in middle term, represents a significant potential. Another thing is Ukraine will host the EURO 2012 championships and essential IT investments will influence market development. Sector consolidation is also now being expected, where smaller vendors will merge or become regional service centers of the bigger players. Well, the crisis might be an opportunity to make a good deal.

**Paweł Olszynka**, Head IT&Telecoms Analyst

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This report was prepared using PMR's MarketInsight Methodology. **PMR MarketInsight is a methodology developed by PMR which assists in the complex preparation of industry reports.** It defines the ways in which data should be collected for such reports and outlines the methods to be used in analysing the information collected in order to obtain a true picture of the market in question. It also contains special procedures to follow in the case of incomplete market.

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PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.

PMR  
**MarketInsight**  
M e t h o d o l o g y

IT market in Ukraine  
was worth around  
UAH 14bn in 2008.

## Report description

In our latest report, IT market in Ukraine 2009, a comprehensive overview of the Ukrainian IT industry provides coverage of a highly dynamic market. Presenting the current market situation, the report also provides a **development forecast for the next 5 years**. It also examines into individual sectors in detail, analyzing the **hardware, software and IT services markets**. For each sector, the report profiles the **key players**.

IT market in Ukraine 2009 also profiles includes forecasts of future development in the Ukrainian IT market up to 2013. The report is crafted with MarketInsight, PMR proprietary research methodology.

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## Key sections

### Executive summary

- Overview of Ukrainian IT market
- Hardware market in Ukraine
- IT services market in Ukraine
- Software market in Ukraine

### IT sector in Ukraine

- Characteristics of the Ukrainian IT sector
- Market situation
- Legal environment
- Key players
- Forecast for development of the IT sector in 2009-2013

Hardware segment  
maintained over 80%  
of total market size.

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Number of IT providers of national reach does not exceed 100.

## Hardware market in Ukraine

- Size and growth rate in 2000-2009
- Current situation on the IT hardware market and key events
- Key market trends visible in 2007-2009
- List and profiles 20 major hardware producers and distributors in Ukraine
- Situation in individual segments of the hardware market

## Software market in Ukraine

- Size and growth rate in 2000-2009
- Current situation on the IT software market and key events
- Key market trends visible in 2007-2009
- List and profiles of 20 major software producers in Ukraine
- Situation in individual segments of the software market

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## IT services market in Ukraine

- Size and growth rate in 2000-2009
- Current situation on the IT software market and key events
- Key market trends visible in 2007-2009
- List and profiles of 20 major IT services providers in Ukraine
- Situation on individual segments of the IT services market

PC penetration in Ukraine increased to almost 20%.

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In 2009 GDP  
of Ukraine could  
decline by 10-15%.

### **An essential read for:**

- companies already present on the IT market in the Ukraine
- companies interested in entering the Ukrainian IT market
- consulting & research companies, analytical institutes
- government agencies, embassies, other trade organizations.

This report is an invaluable resource for any company active in or considering entry to the IT industry in the Ukraine.

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