

A background image showing two women in a warehouse setting. They are both smiling and looking at a laptop screen. The woman on the left has dark curly hair and is wearing a dark blue polo shirt. The woman on the right has light brown curly hair and is wearing a light blue shirt under a grey blazer. They are standing in front of a laptop. In the background, there are blue metal shelving units filled with white boxes, typical of a warehouse or distribution center.

Fifth Edition

2024 Global Software Buying Trends

**Demand for business efficiency,
AI functionality, and security drives
buyers to invest in technology**

Gartner®
Digital Markets

Foreword

For the fifth edition of our Global Software Buying Trends report, Gartner Digital Markets surveyed 2,499 software buying decision makers at companies of all sizes across multiple countries and industries to discover:

- Macroeconomic factors impacting software spending projections.
- Triggers, budgets, timelines, and ROI expectations of technology investments.
- Shifts in the software buying journey — problem recognition, information gathering, vendor evaluation, purchase, and post purchase.

In times of uncertainty, tighter budgets, and ever-evolving customer needs, it's not easy for software providers to know where to focus to capture buyer demand and build lasting customer relationships.

This report aims to shed light on trends most likely to impact SaaS marketing and sales teams in 2024.

Here are some key findings from the report:

- 61% of software buyers plan to increase technology investment in 2024, and 92% are considering AI-powered software.
- When searching for software, the most important factors buyers care about are price (49%) and security (48%). Integration support (44%) is another primary consideration in the purchase decision.
- Reading reviews prior to purchase is very or extremely important for 75% of buyers, and 66% prefer reviews verified by a third party.

Read on to learn more about software buying trends in 2024 and get recommendations to create effective customer acquisition and retention strategies that drive growth for your software business.



Meghan Bazaman
Senior Analyst
Gartner Digital Markets



2,449
respondents



9
countries



24
software categories

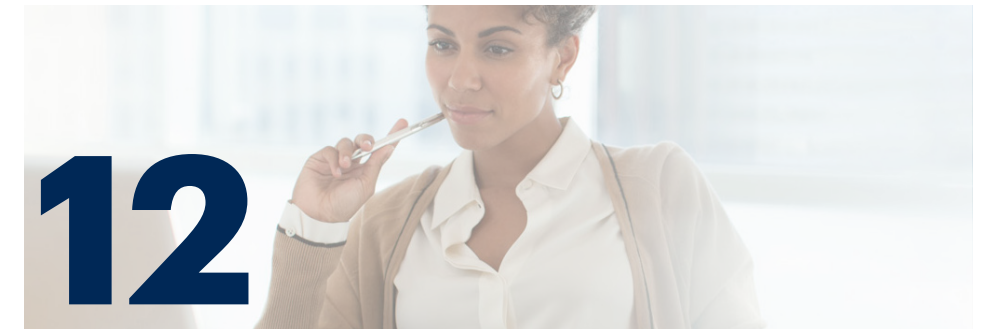
Table of Contents



**Software investment
projections for 2024**



**Recent software
purchase snapshot**



**What buyers expect at each
stage of the purchase journey**



**Key takeaways for
software vendors**



Methodology

A woman with long dark hair, wearing a yellow and white striped sweater, is sitting at a desk in an office. She is looking down at a laptop screen, holding a pair of glasses in her right hand. The background is blurred, showing office furniture and a window. The text "Software investment projections for 2024" is overlaid on the bottom half of the image in a large, bold, dark blue font.

Software investment projections for 2024

Slow global growth and advances in tech shaping business goals

As global economic challenges continue to impact businesses, many are scrambling to protect profits or reduce costs.

According to the World Bank, global growth is slowing in the face of high interest rates, elevated inflation, and ongoing global conflicts. [\[1\]](#)

During fragile economic times, value and price become extremely influential factors when it comes to buying software. Our survey results show that nearly half (49%) of software buyers consider price a top consideration when searching for software.

Innovation is also accelerating across industries, thanks to emerging technologies such as artificial intelligence (AI). The pressure is on for software providers to get ahead of the curve.

Top 3 most significant external factors impacting business goals



33%
Advances in technology



32%
Economic growth rate



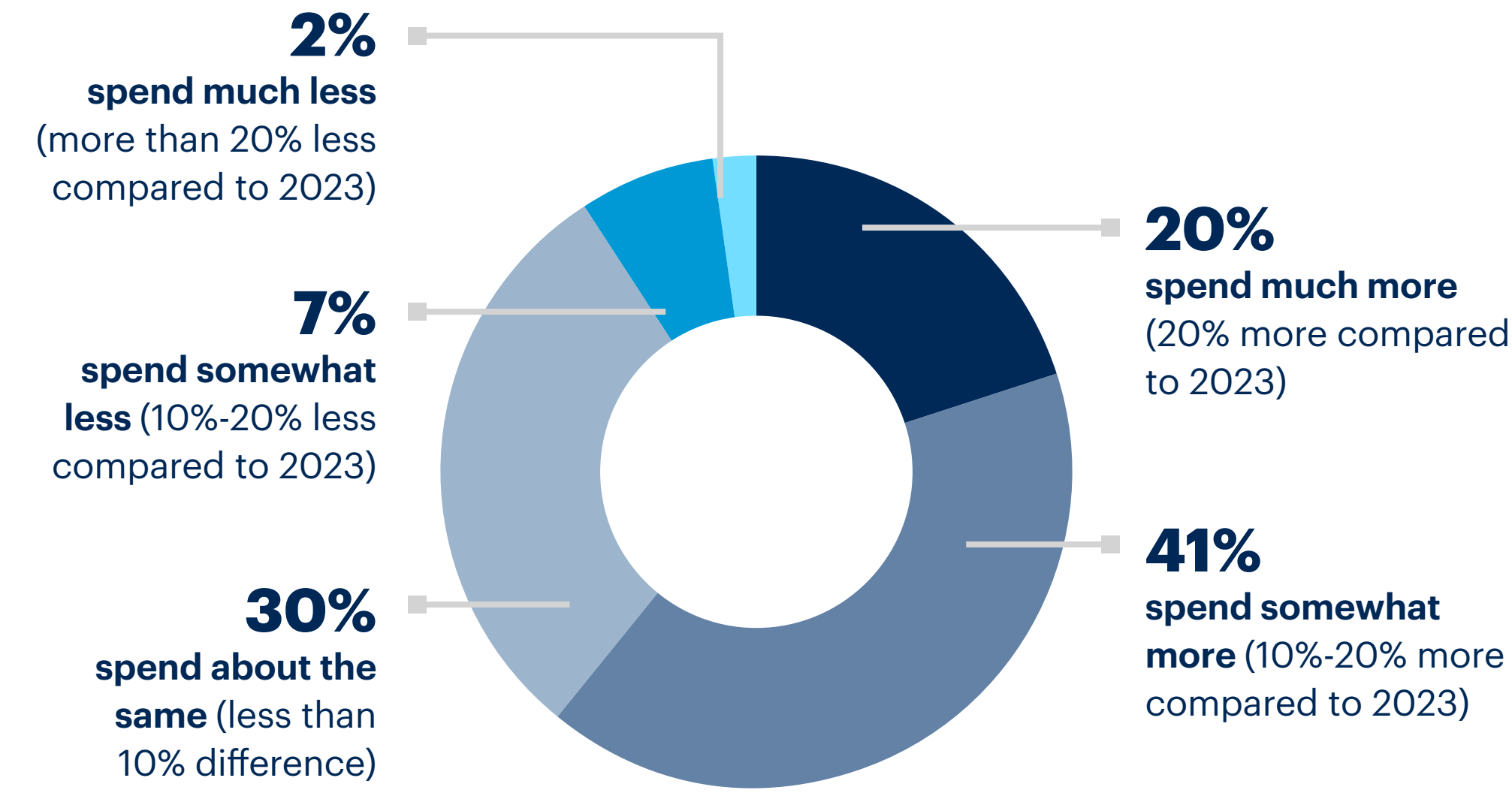
31%
Supply and general costs

Source: Gartner Digital Markets' 2024 Tech Trends Survey; n = 3,484 software buyers; Q. What are the three most significant external factors shaping your organization's business goals? Please select up to three.

Software spending to increase despite economic challenges

Businesses are making strategic software investments an avenue to make budgets go further and improve business productivity and efficiency. This is good news for technology providers, as software spending is expected to grow in 2024.

61% of software buyers plan to spend more on software in 2024



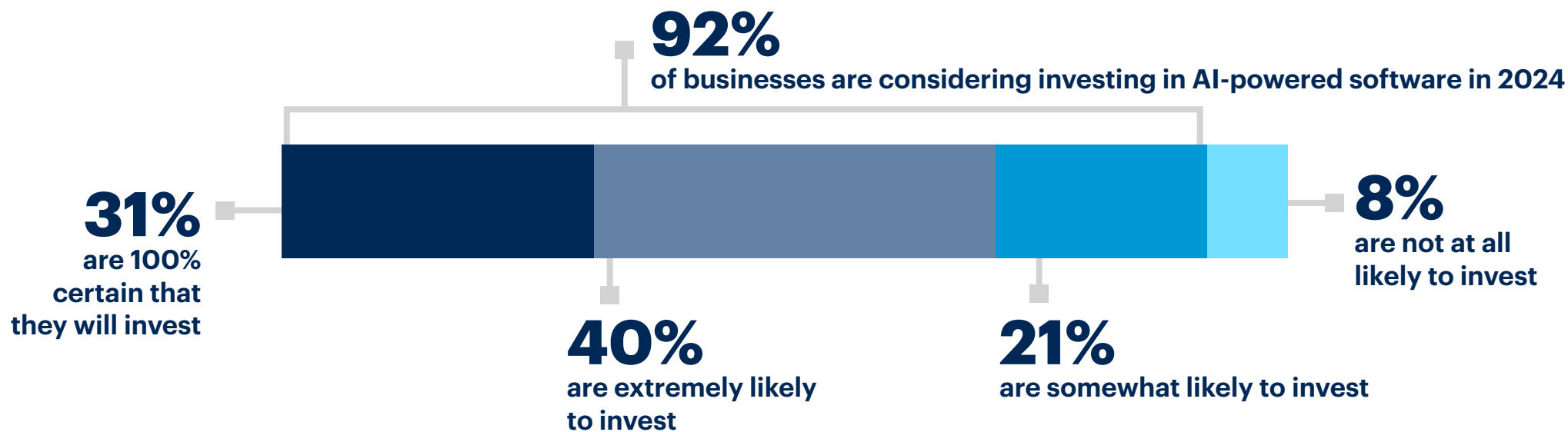
Source: Gartner Digital Markets' 2024 Tech Trends Survey; n = 3,484 software buyers; Q. Does your organization plan to spend more, less, or the same on software in 2024 compared to 2023?

92% of organizations are considering investment in AI-powered software

In the rapidly evolving tech landscape, AI has emerged as the fastest-growing technology in the past year. As this technology matures, it's gaining widespread adoption among software buyers seeking to improve business productivity and stand out among competition. According to a recent Gartner poll, more than half of businesses are in the piloting or production mode with generative AI. [\[2\]](#)

These companies recognize AI's ability to enhance software capabilities and help them establish long-term relevance. Our survey data shows businesses are planning to invest in AI-powered software in large numbers — 71% say they are extremely likely or certain to do so in 2024.

Survey respondents from IT-related industries and financial services are more confident (100% certain) that their organization will invest in AI-powered software in 2024 compared to respondents from other industries.



PRO TIP

Align offerings with AI capabilities, where relevant, to meet rising demand and keep pace with current technological advancements.

If you specialize in IT-related and financial software, consider highlighting AI-related features in product marketing and communications.

Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. How likely is your organization to invest in AI-powered software in 2024? Meaning, software that uses artificial intelligence or machine learning.

A young couple is sitting at a wooden table in a kitchen, looking at a laptop. The woman, on the left, has curly hair, wears glasses, and a red and blue striped shirt. The man, on the right, has short dark hair and a beard, wearing a blue denim shirt over a white t-shirt. They are both smiling. In the background, there is a kitchen counter with a potted plant and a stove. The text 'Recent software purchase snapshot' is overlaid in a large, bold, dark blue font on the left side of the image.

Recent software purchase snapshot

IT security leading tech investments

Among the survey respondents, 28% bought IT-related software on their most recent purchase. Sales and marketing software also stood out as a prominent category for buyers (15%).

Companies need IT software to run their business. However, as technology becomes more complex, businesses require IT security software to protect against cyberattacks and data breaches that commonly result in financial, legal, and reputational damage. Therefore, it’s no surprise that IT security software is the top purchase category in our survey.

Recent software purchases among software buyers by category

IT and security	28%
IT security	14%
IT management	8%
IT architecture	6%
Sales and marketing	15%
Customer relationship management (CRM)	6%
Marketing	5%
Sales management	3%
Event management	1%
Financial and business management	11%
Accounting and finance	9%
Enterprise resource planning (ERP)	2%
Data and analytics	8%
Business intelligence and data analytics	8%
Support and service	8%
Help desk and IT support	5%
Call center and customer service	3%

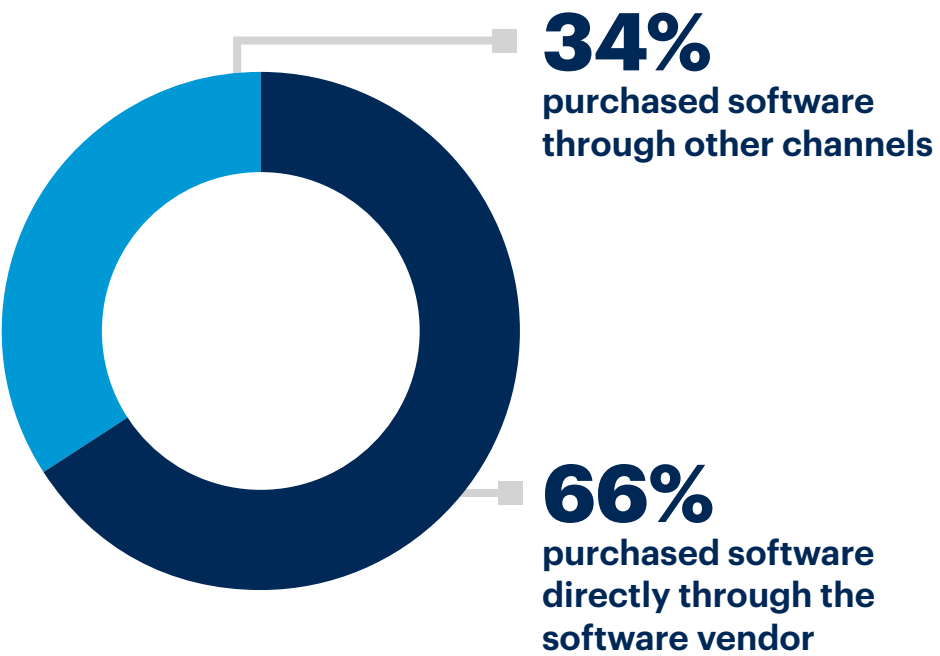
Human resources and training	7%
Human resources and talent	4%
Learning management system	3%
Project management and collaboration	9%
Project management	4%
Collaboration	3%
Scheduling	2%
Industry-specific or other software	14%
Logistics and supply chain management	3%
Retail management	3%
Construction management	2%
Field service and maintenance management	2%
Medical practice management (EMR)	1%
Nonprofit management	1%
Property or facility management	1%
Other	1%

Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Which of these software tools was your most recent purchase? Note: We considered responses only from buyers who were part of the software selection team.

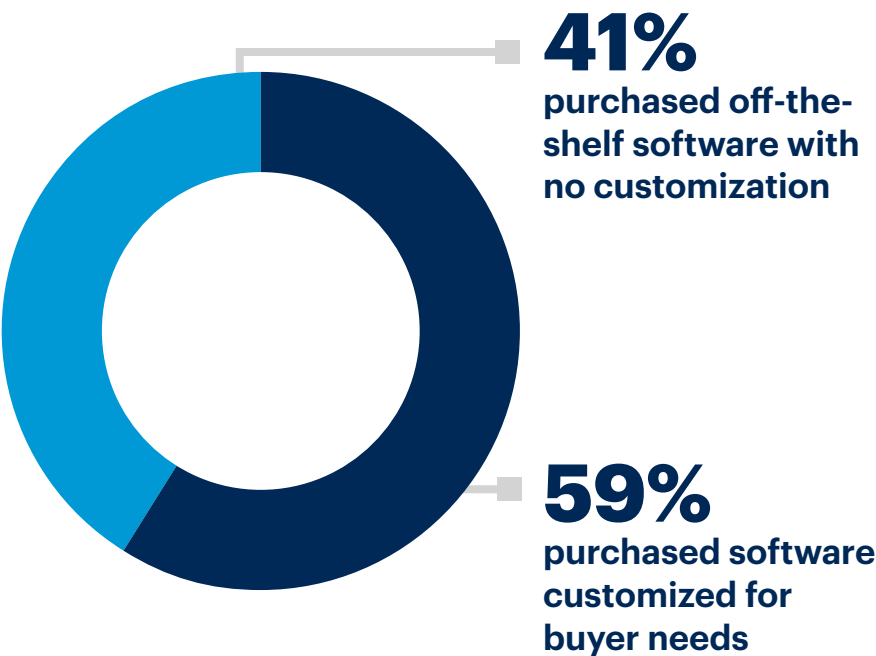
Most buyers seek direct purchases and tailored solutions

Software buyers are generally receptive to third-party involvement when it comes to software purchases, but two in three (66%) purchase directly through the software provider. What’s more, businesses purchase customized software 59% of the time, on average, compared to off-the-shelf solutions.

Software buyers prefer purchasing directly from vendors



Software buyers favor customized vs. off-the-shelf software



PRO TIP

Ensure a straightforward purchase process while taking a customer-centric approach to shape strategies and offerings.

Recognize that buyers seek customized software solutions, so it’s important to offer scalable products that can adapt to a wide range of customer needs.

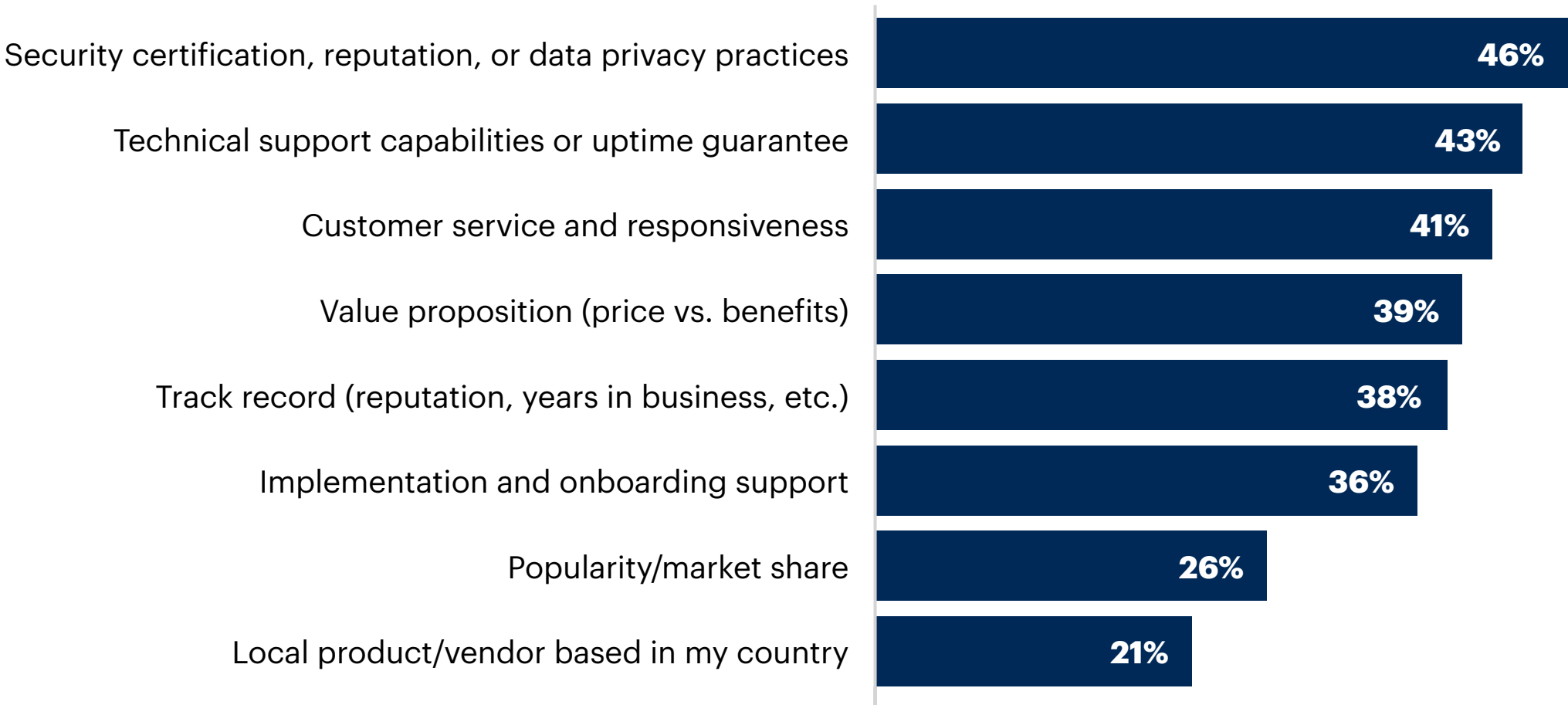
Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers;
Q. What percentage of the software your organization purchased in the past 12 months was purchased directly through the software vendor? Q. What percentage of the software your organization purchased in the past 12 months has been customized for your needs?

Security certification and data privacy are the top reasons buyers select a vendor

By choosing a provider with strong security bona fides, buyers seek to reduce risk to their business, avoid financial impact, and prevent downtime or disruption.

Support capabilities and customer service are also strong motivators. These factors ensure the software is not only reliable but also well-supported, reducing risk and ensuring a streamlined user experience.

Top reasons buyers selected a vendor for their most recent software purchase



Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. What are the top reasons you selected the vendor for your most recent software purchase? Please select up to five factors.



**What buyers
expect at each stage
of the purchase journey**

The software buyer journey is multifaceted and typically unfolds in distinct stages, each marked by unique needs, challenges, considerations, and opportunities.



Among the many factors shaping the buyer journey, one element stands out as an essential aid for buyers: the influence of fellow buyers and experts, typically in the form of product ratings and reviews. That's because the true account and real experience of existing users have remarkable power in shaping buyer perceptions and influencing purchase decisions.

In the following sections, we'll delve into each stage of the software buying journey:

- > **Stage 1:** Problem recognition
- > **Stage 2:** Information gathering
- > **Stage 3:** Evaluation
- > **Stage 4:** Purchase
- > **Stage 5:** Post purchase

Marketing and sales professionals can leverage these insights to appeal to buyers at each stage of the purchase journey and drive efficient growth.

Problem recognition

Productivity needs and security concerns motivate buyers

What makes buyers search for new software?

It all starts with a critical moment of identifying a challenge or an opportunity within their business that can be alleviated through software solutions.

Top drivers for software purchases point to a need to maximize output, improve operations, and reduce security vulnerabilities. Per our survey results, the top triggers of software investments over the last 12 months are productivity improvement requirements (52%), security and cyberattack concerns (47%), and needs associated with outgrowing current technology (43%).

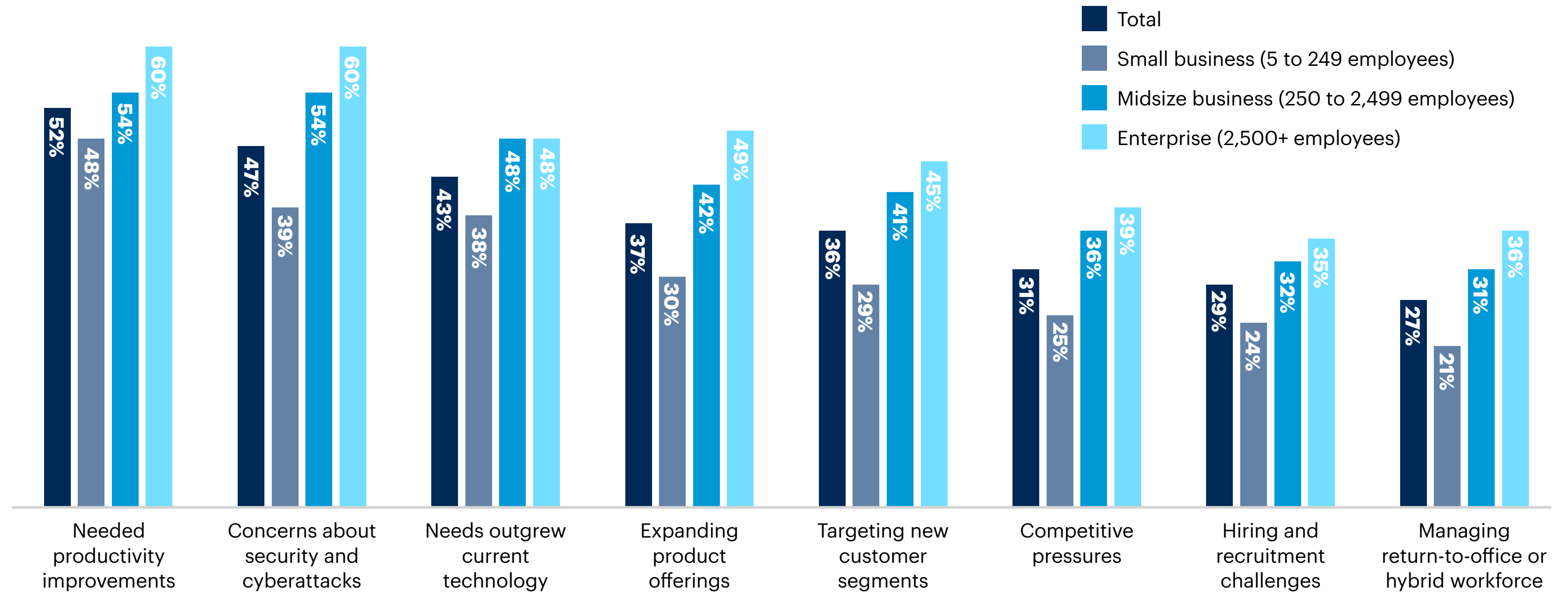
Enterprise businesses are more likely to cite security and cyberattack concerns and expanding product offerings as the top motivators of software investments.

PRO TIP

Enterprise and midsize businesses require software solutions that can accommodate growth to ensure scalability and flexibility. As these businesses evolve, their software solutions should adapt to changing security standards and expanding product offerings.

Additionally, with security concerns noted prominently early in the software buying process, it's important to promote cyberattack protection and data integrity as key features in marketing materials and product information.

The need for better productivity is the top motivation for purchasing new software



Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers (1,275 small business, 785 midsize business, 439 enterprise business); Q. Which of the following (if any) triggered a software purchase in the last 12 months? Please select all that apply.

Information gathering

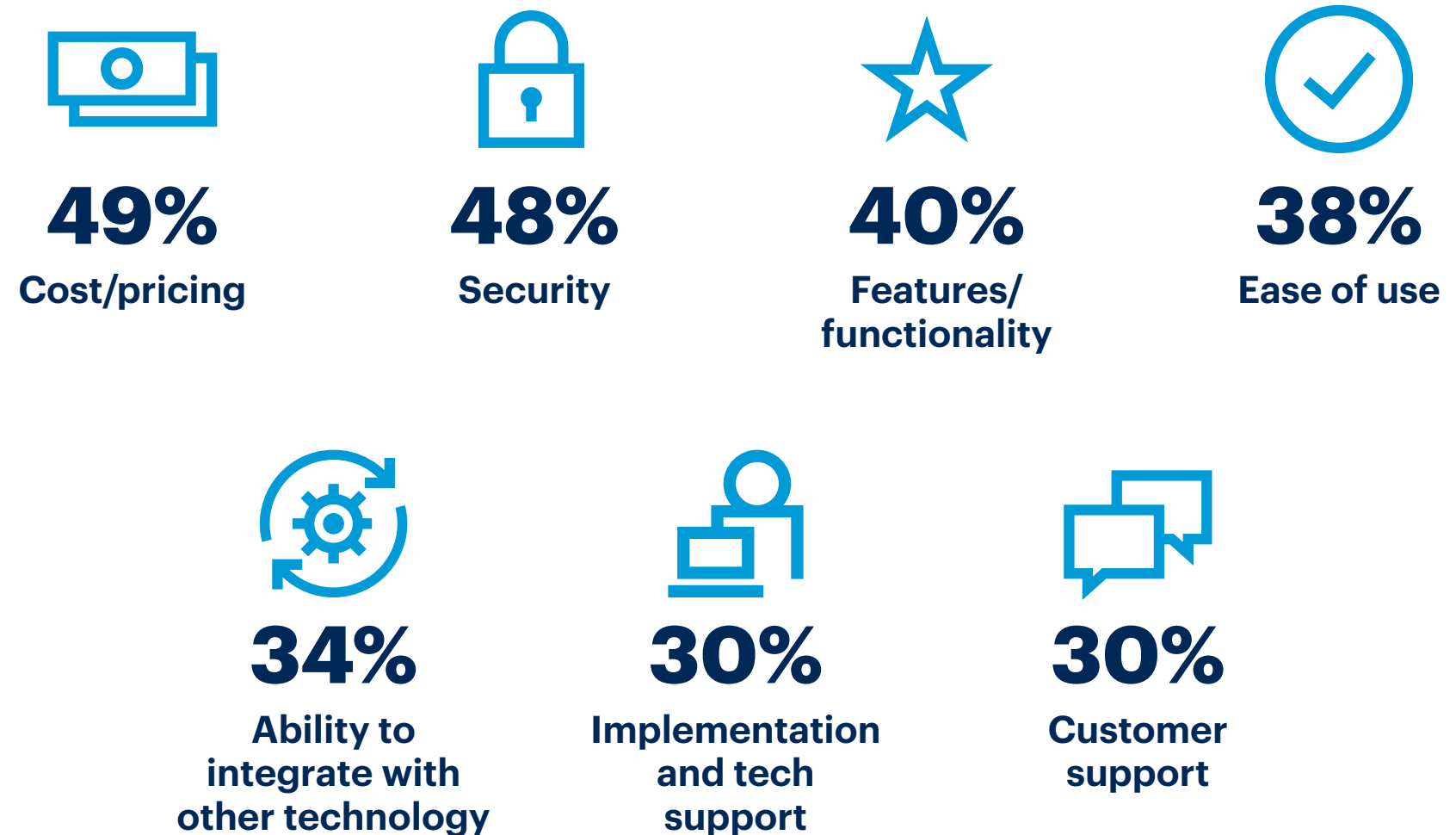
Price and security matter most to buyers

Building upon the foundation of problem recognition, buyers seek information and conduct research to better understand the vast software options available to them. Understanding the product factors buyers seek and their information-gathering preferences enables software providers to tailor their strategies and resources to better meet buyer needs and expectations.

When searching for software, the most important product factors buyers look for are pricing (49%) and security (48%). The emphasis on cost is not surprising in the current economic environment marked by uncertainty. And again, we see security as a key factor buyers consider during their software search.

Transparent pricing and strong security features instill confidence in buyers. Communicate costs upfront and highlight features such as security notifications, encryption, and enhanced authentication in promotional materials.

Top 3 product factors buyers look for in new software



Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Select the top three most important factors you look for in a software product during your search.

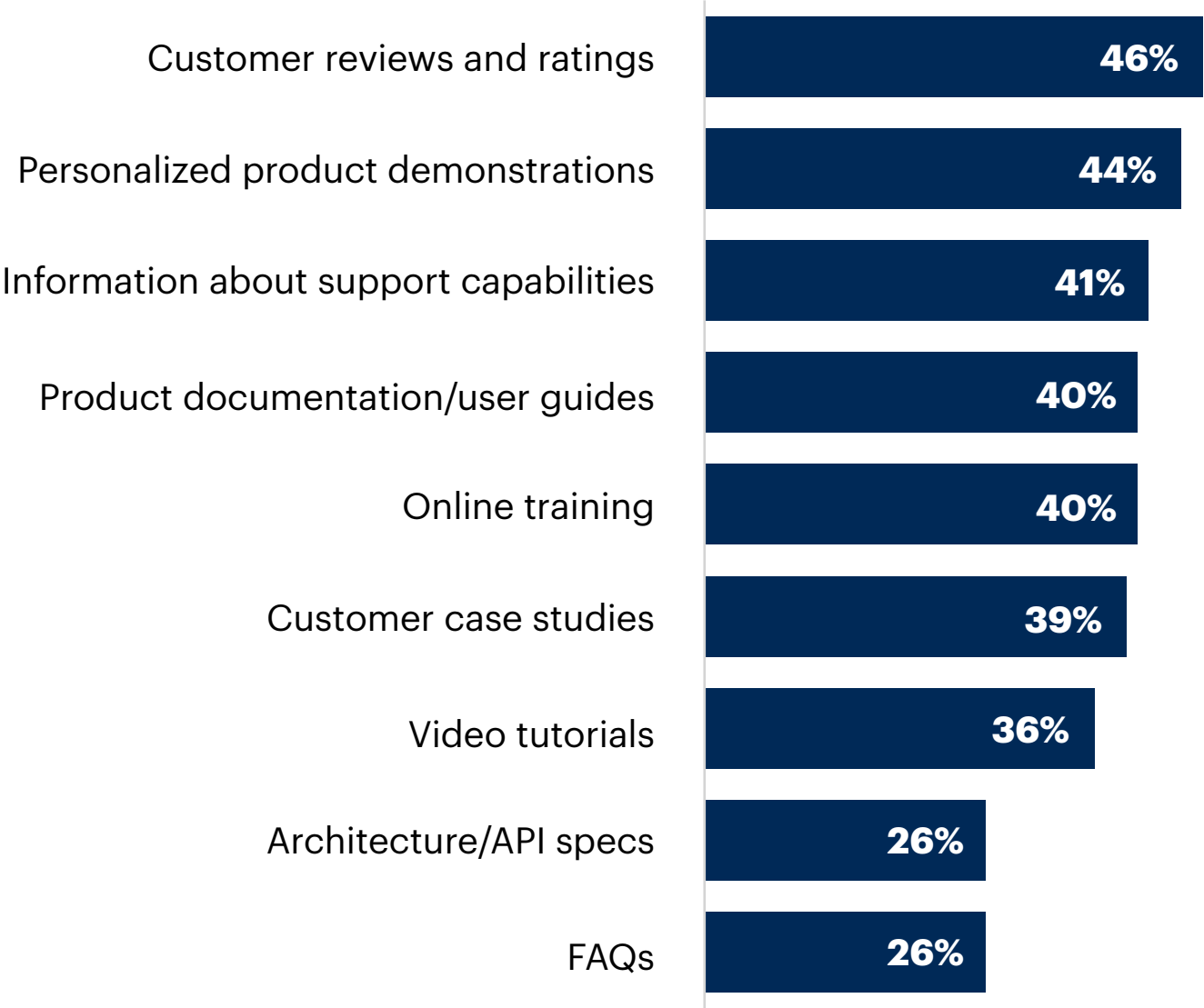
The power of user reviews in 2024

Purchasing software can be daunting for new buyers. Where do they go for trusted and accurate information amid a saturated marketplace and multiple channels or touchpoints?

According to our survey results, customer reviews and ratings are the top content type software buyers use to make purchase decisions. **In fact, reading reviews before making a purchase decision is important for 98% of buyers.**

Customer reviews and ratings offer insights into the real-world experiences of software users, helping potential buyers learn more about the products and make informed decisions. Software buyers leverage reviews and ratings to gain essential product information, such as the performance, ease of use, and challenges.

Customer reviews and ratings are most used by buyers to inform purchase decisions



Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Which of the following types of content have you ever used to help make a purchase decision? Please select all that apply.

What do buyers need from user reviews?

Software buyers aim to build a comprehensive understanding of a product and its potential impact on their business. This requires considering several factors when evaluating reviews.

Before making a purchase decision,
software buyers read, on average,

10 reviews



Quality and detail

Reviews that provide qualitative feedback (product pros vs. cons) are the most valuable to software buyers. These reviews offer more comprehensive insights into the software product's performance, features, and usability.



Recency and timeliness

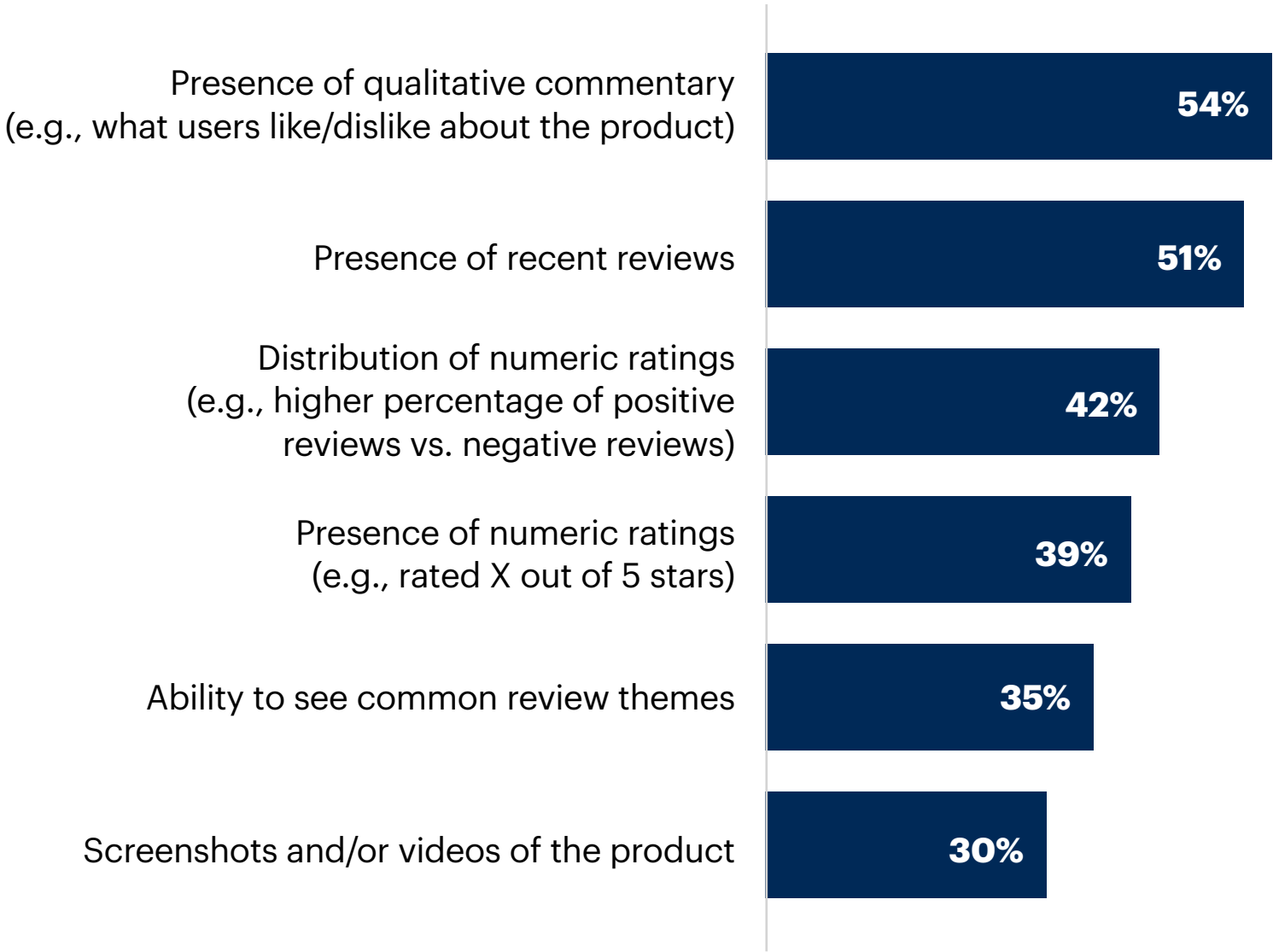
Recent reviews are more likely to reflect a software product's latest features and support capabilities, allowing for a more accurate view to inform decision making. In fact, **92% of respondents indicate they are more likely to trust software reviews written within the past year.**



Trust and authority

Reviews lose their value if they aren't perceived as legitimate. When software buyers see a verified review, they get a sense of trust and credibility. It makes sense, then, that **66% of respondents say it is extremely or very important that software reviews are verified by a third party.**

Qualitative commentary and recency are the top factors software buyers evaluate in user reviews



Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Select the top three most important factors of user reviews for software you are evaluating.

PRO TIP

Leverage reviews by encouraging high-quality, timely, and trustworthy feedback from buyers using the following strategies:

- **Have a review collection process:** Insights from Gartner Digital Markets, such as [How to Collect User Reviews and Boost Software Sales: 5 Best Practices](#), describe key tactics for the review collection process.
- **Provide review writing guidelines:** Providing direction on what aspects of the software to focus on (e.g., security features) helps simplify the process for reviewers.
- **Seek out review moderation and verification:** Hosting reviews on a credible third-party site can help ensure your reviews are reputable and validated.

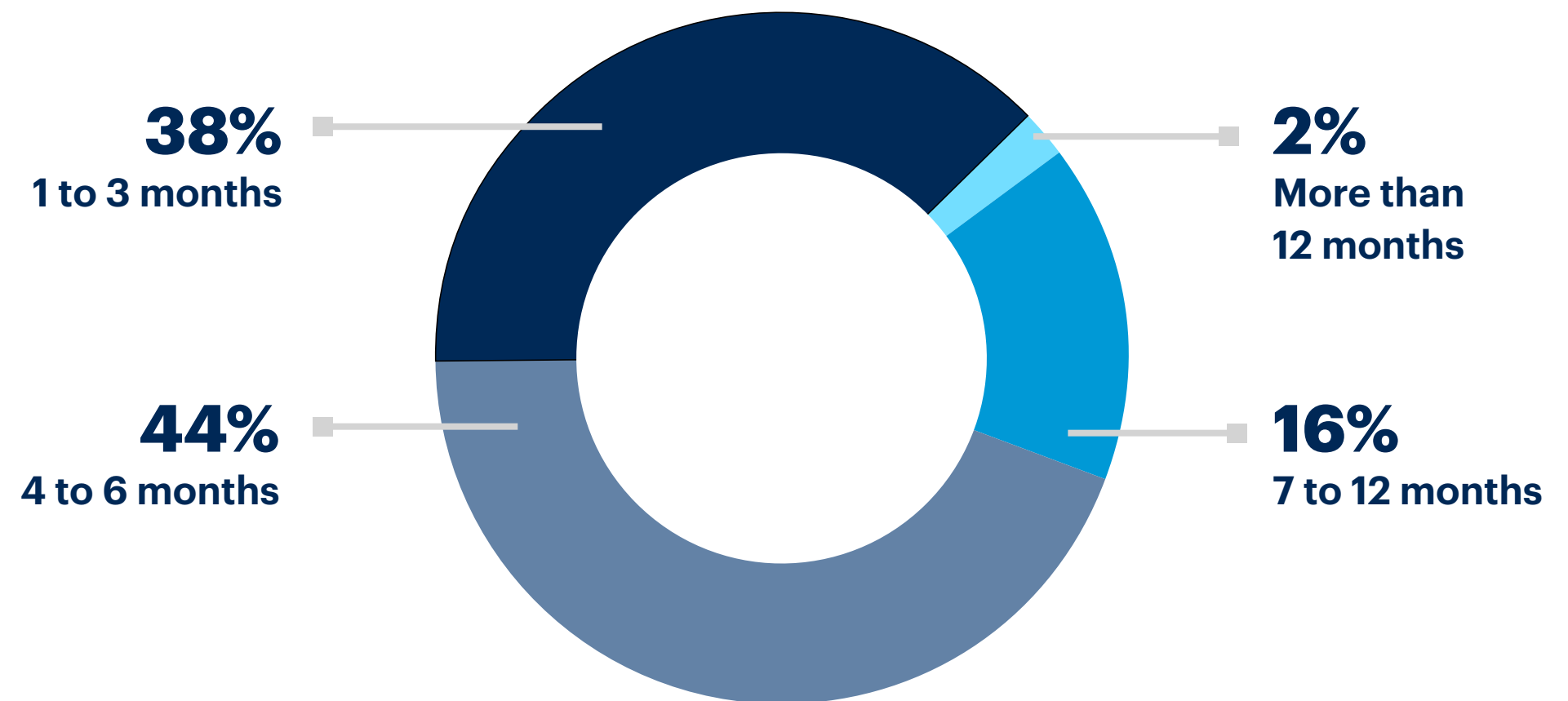
Evaluation

Most businesses take up to 6 months to evaluate software

After the information-gathering phase, software buyers move on to identifying a solution that best addresses their needs, often relying on support from a vendor's sales team or materials.

On average, the software evaluation process takes approximately 5 months, with a majority (82%) of respondents taking between 1 month to 6 months.

82% of businesses take 1 to 6 months to evaluate software



Source: Gartner Digital Markets' 2024 Tech Trends Survey; n = 3,484 software buyers; Q. How much time, in total, does your organization usually take to evaluate options and determine which software products fit your needs?

Integration support is nonnegotiable

Software integration is a common pain point for businesses, often requiring much collaboration or even customization to ensure systems work together effectively. All of this can be costly and time-consuming.

During the evaluation phase, buyers prioritize the software provider’s integration support and willingness to collaborate, followed by the sales team’s understanding of the issue/situation, knowledgeability, and product demonstrations.

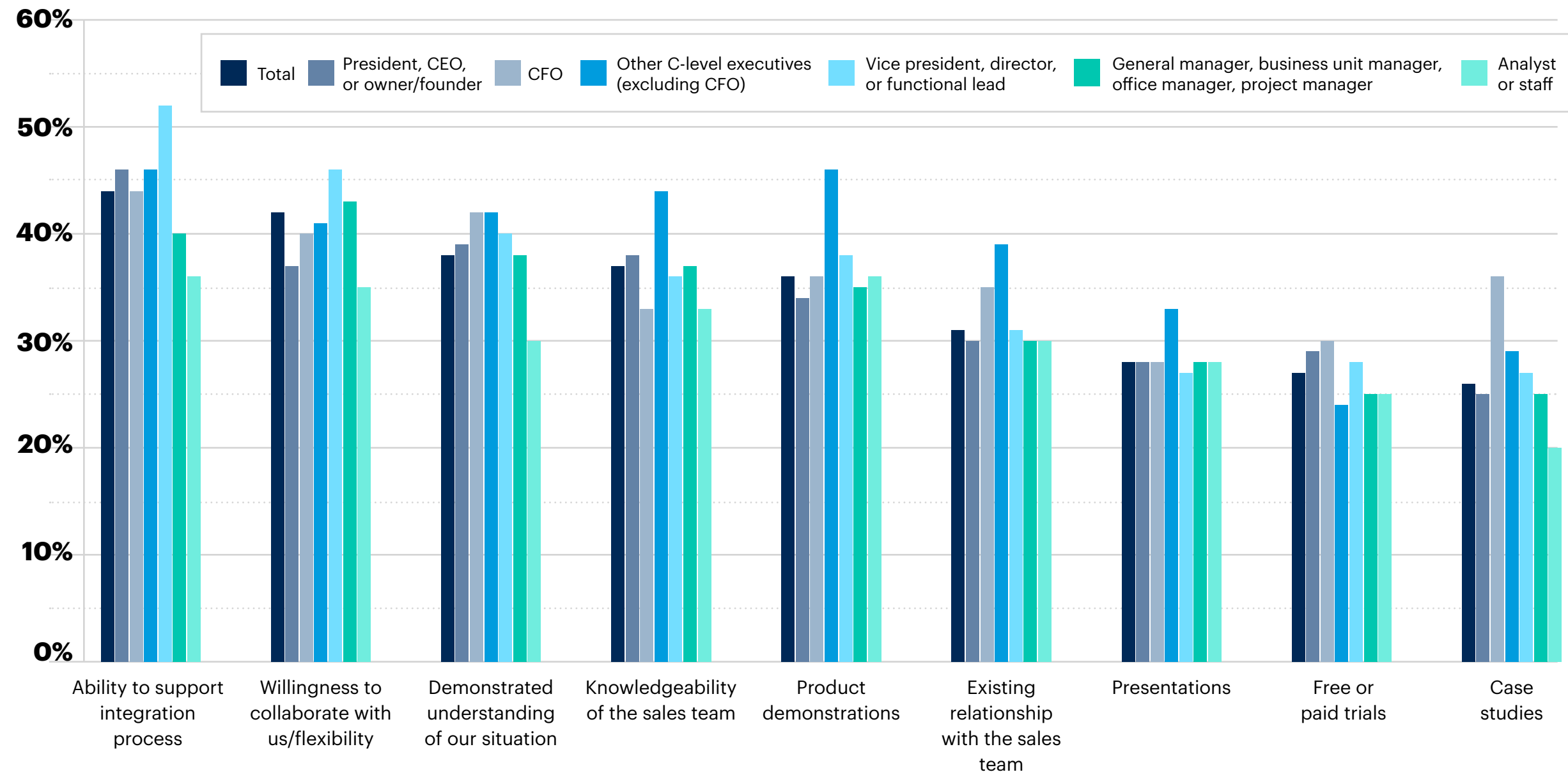
When assessing potential software providers, software buyers value sales-related content differently based on their job roles. Take case studies, which are highly important to CFOs, but are ranked the least important among the total software buyers. Among other C-level executives, product demonstrations and a knowledgeable sales team are of greater importance.

Integration support and flexibility to collaborate are important sales-related factors in the vendor selection process



Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Thinking now about your interactions with the vendor’s sales representative or sales materials, what factors were most important in your software selection? Please select up to five factors.

Most important sales-related factors in the vendor selection process by job role



Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers (382 President, CEO, Owner/Founder; 185 CFO; 184 Other C-Level Executive (excluding CFO); 566 Vice President, Director, or Functional Lead; 938 General Manager, Business Unit Manager, Office Manager, or Project Manager; 244 Analyst or Staff); Q. Thinking now about your interactions with the vendor's sales representative or sales materials, what factors were most important in your selection for [software category]? Please select up to five factors.

PRO TIP

Effectively communicating your ability to accommodate software integration complexities in sales interactions and materials (especially when directed at C-suite or higher job roles) can help you reach more potential buyers during the evaluation phase.

Mismatched price expectations can hurt the deal

In an increasingly budget-conscious business world, price is a pivotal factor in decision making. When buyers’ price expectations are not met, providers are dropped from consideration and miss out on new business opportunities.

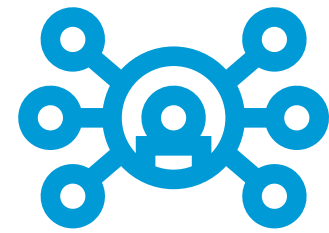
Overly complex pricing structures, hidden fees, and unexpected costs often contribute to deals falling apart and can also lead to reputational damage and loss of trust for software providers.

Half of software buyers cite price expectation misalignment as the top reason for dropping a software provider from purchase consideration



Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Select the top three reasons for disqualifying or dropping software providers from consideration in your purchase of [software category].

Below are the software categories in which buyers are more likely to select price misalignment as a top reason for dropping software providers from purchase consideration.

**58%**

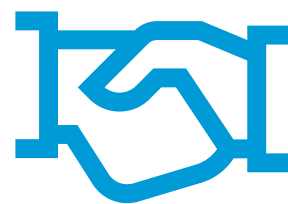
Human resources
and talent

**56%**

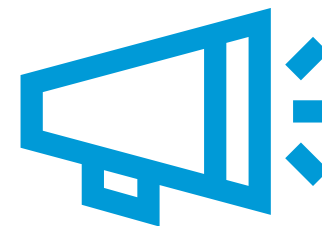
Customer
relationship
management

**55%**

IT security

**54%**

Collaboration

**54%**

Marketing

PRO TIP

Transparent pricing is essential to foster long-term relationships with software buyers and encourage retention. Offer clear and easily accessible pricing breakdowns, and ensure you continually communicate the value and ROI of your software to potential buyers.

Meeting software buyers' need for content in primary languages

For software providers that operate in international markets, offering content in a prospect's primary language broadens reach and sets a positive tone for the buyer-provider relationship.

Receiving product information, such as product descriptions, features, and pricing, in their primary language is extremely or very important for 72% of software buyers.

When evaluating primary-language materials by country, some differences stand out:

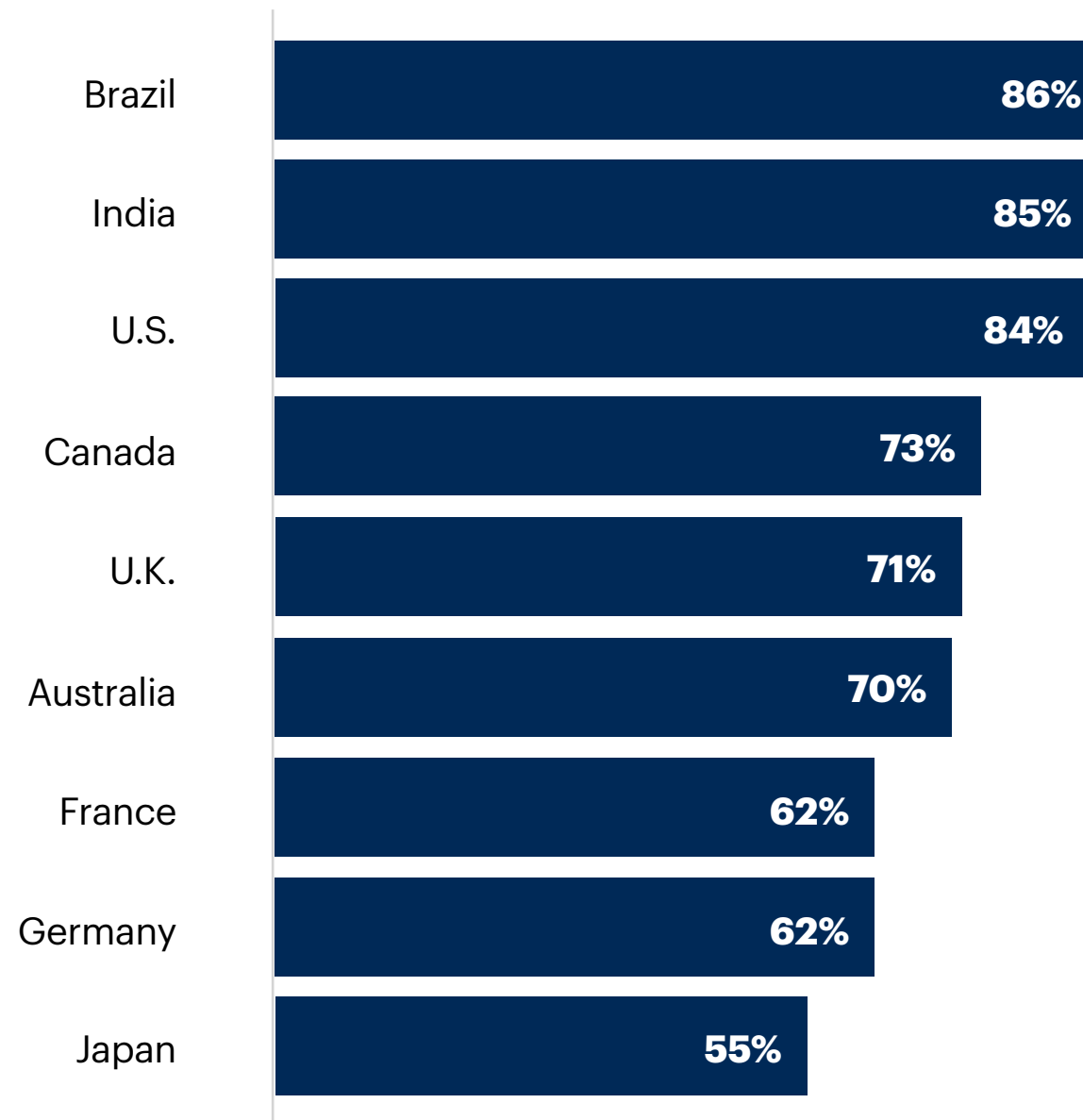
- Support services in primary language are especially important for buyers in Japan.
- Software interfaces in primary language are significantly more important for buyers in India.
- Whitepapers and vendor communications in primary language are significantly important for buyers in Brazil.

Among primary-language resources, support services are valued most, followed by software user interfaces

Support services	43%	44%	43%	42%	34%	46%	37%	45%	46%	50%
Software user interfaces	40%	44%	38%	40%	27%	41%	34%	40%	53%	43%
Training courses and materials	38%	40%	36%	44%	40%	38%	38%	34%	39%	35%
Vendor communications (emails, updates, etc.)	30%	30%	29%	26%	25%	23%	33%	37%	32%	32%
User reviews	28%	32%	36%	28%	22%	27%	24%	25%	36%	22%
Video tutorials	26%	27%	24%	31%	24%	30%	27%	24%	26%	15%
Vendor websites and landing pages	22%	25%	24%	20%	21%	21%	25%	24%	20%	18%
Third-party software research	18%	18%	23%	18%	20%	13%	19%	13%	18%	21%
Whitepapers	13%	13%	14%	14%	17%	5%	14%	33%	13%	1%
	Total	United States	United Kingdom	Canada	Australia	France	Germany	Brazil	India	Japan

Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers (U.S. = 500, U.K. = 250, Canada = 250, Australia = 250, France = 250, Germany = 249, Brazil = 250, India = 250, Japan = 250); Q. Which content or interactions from a software provider are most important to be in your primary language? Please select up to three.

Reviews in primary language are very important to buyers in Brazil, India, and the U.S.



Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 total software buyers (U.S., n = 500, U.K. n = 250, Canada n = 250, Australia n = 250, France n = 250, Germany n = 249, Brazil n = 250, India n = 250, Japan n = 250); Q. How important is it for a software provider to offer user reviews in your primary language? Please select one response only.

PRO TIP

If your software is used globally, prioritize multilingual support services, user interfaces, and reviews to ensure your software is accessible to audiences in their preferred languages.

Additionally, consider creating localized versions of your website in different languages and implementing a review collection strategy for global audiences.

Purchase

The average buyer shortlist includes 4 providers

Securing a spot on a software buyer's shortlist can significantly increase the chances of winning their business and represents a crucial point in the software buying journey.

Nearly all (96%) survey respondents create a vendor list when shopping for software. Among them, 89% usually purchase from that list.



96%
start with a vendor list
when shopping for new
software



89%
usually purchase from
their list



Four
brands on that list,
on average

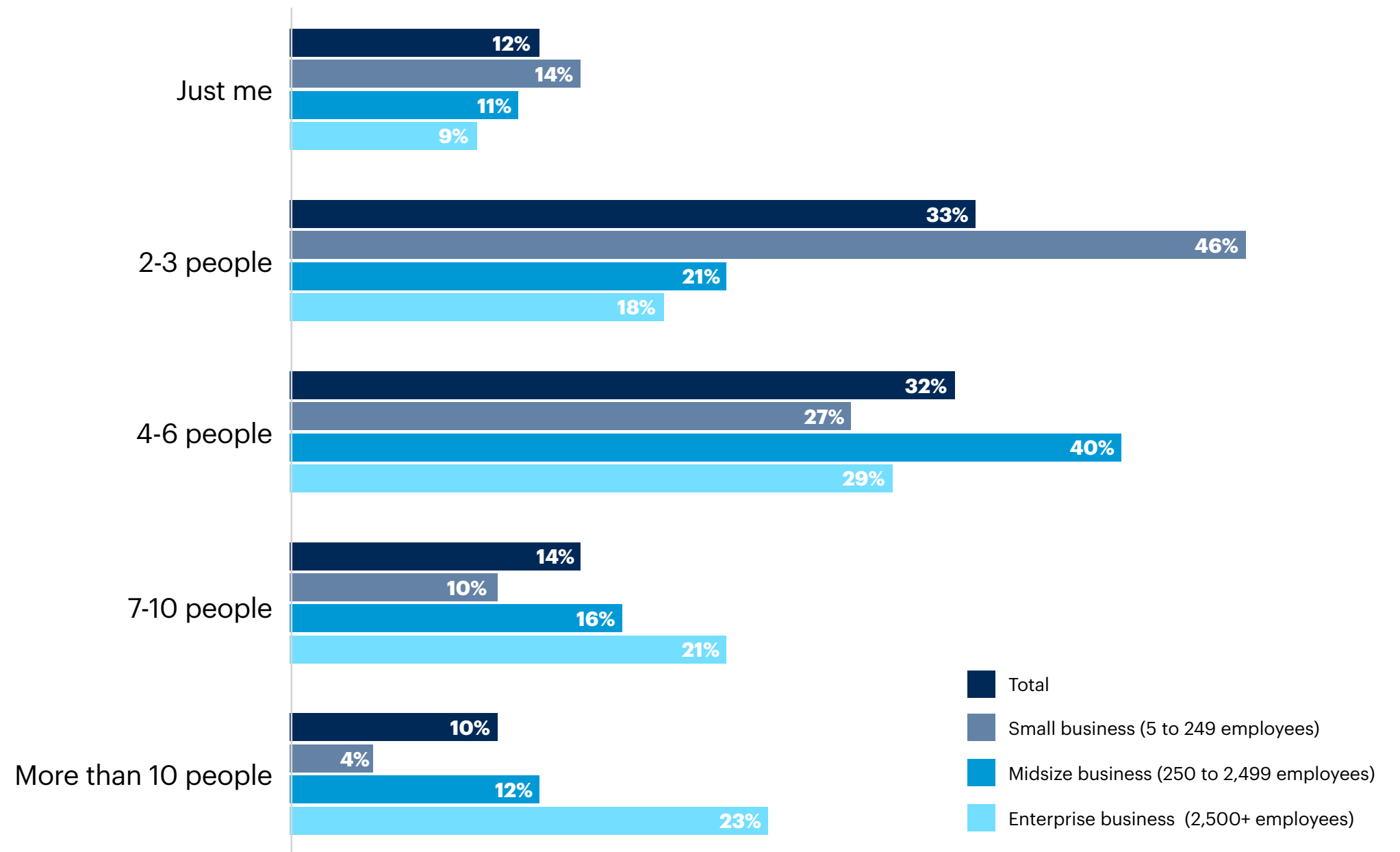
Navigating decision-maker dynamics

Software buying typically involves collaboration that extends beyond individual decision makers. A collective decision-making process ensures the software aligns with the diverse needs and requirements of an organization. It also allows differing perspectives and levels of experience to weigh in, making the software buying process more comprehensive and informed.

On average, five individuals are typically involved in researching and selecting new software. Additionally, 65% of respondents report that two to six individuals are typically involved in research and selecting new software.

As expected, larger organizations typically have more stakeholders involved in software procurement.

The larger the business, the more stakeholders involved in software purchase



Source: Gartner Digital Markets' 2024 Software Buying Behavior Survey; n = 2,499 software buyers (1,275 small business, 785 midsize business, 439 enterprise); Q. How many people are typically involved in researching and selecting new software in your organization? Please select one response only.

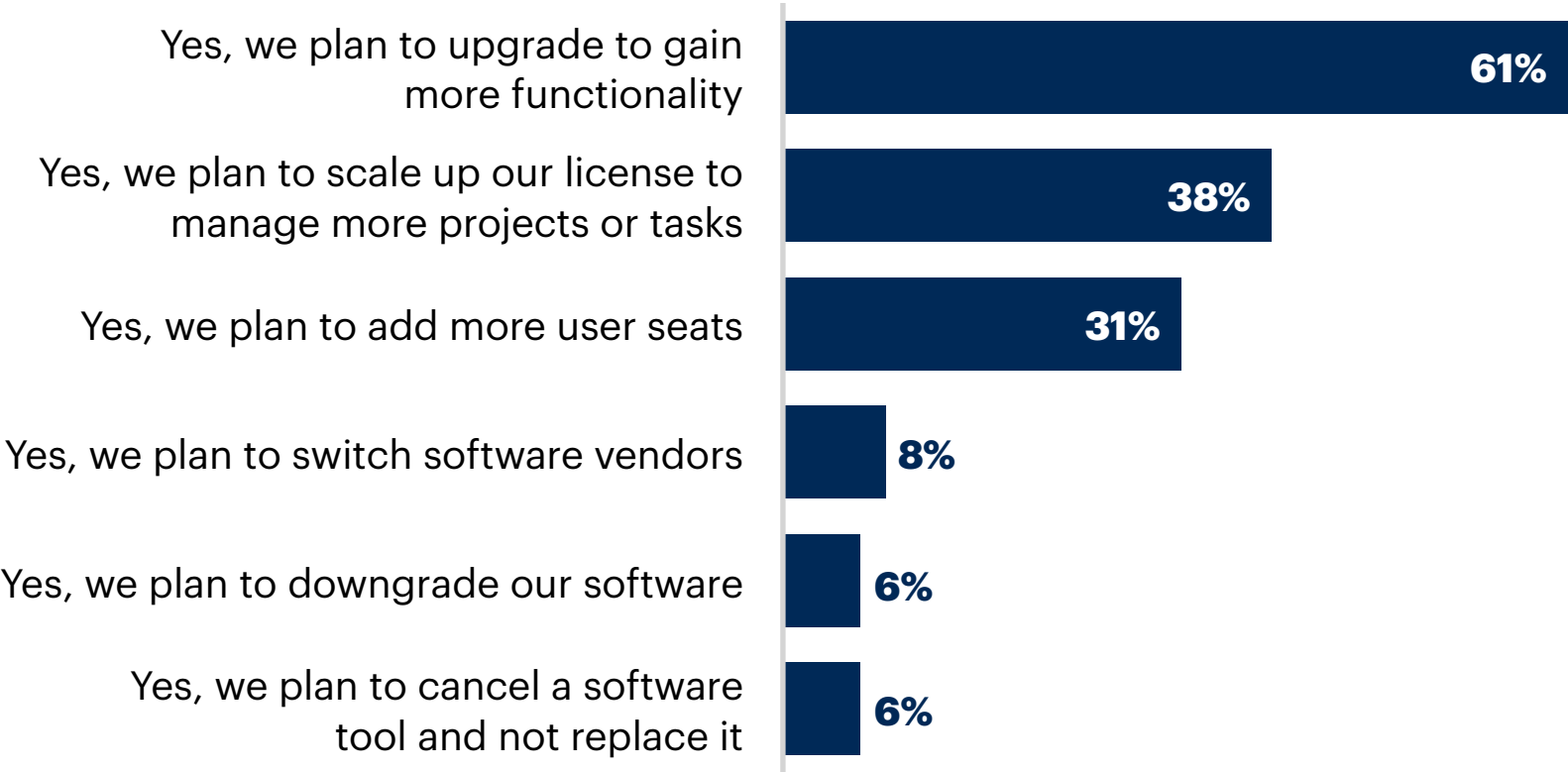
Post purchase

3 in 5 buyers plan to upgrade recently purchased software

The post-purchase phase is no time to let up, given buyers are reporting more frequent software changes. Fifty-eight percent of survey respondents say their organization is replacing, modifying, or right-sizing software more frequently since the beginning of 2023.

Three in five (61%) respondents plan to upgrade software they have recently purchased, while 38% plan to scale up their license with the goal of managing more projects or tasks. Nearly a third (31%) plan to add more user seats, suggesting a greater reliance on software to handle increased workloads and new users.

A majority of software buyers are planning to upgrade software to gain functionality



Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 2,499 software buyers; Q. Does your organization currently have plans to modify or change any software you have recently adopted? Please select all that apply.

Twenty percent of respondents say they plan to switch vendors, downgrade, or cancel the software they have adopted in the last 12 months.

The reasons for these actions vary based on whether respondents plan to switch providers or simply cancel the purchase without replacing the software, but the top two reasons for both groups relate to better alternatives and disappointment with cost.

More attractive competitors and higher-than-expected cost are the top reasons buyers plan to switch providers or cancel their purchase

	Reasons buyers plan to switch providers	Reasons buyers plan to cancel a purchase without replacement
We found a better alternative solution	33%	26%
It cost too much	31%	34%
Our software budget was reduced	22%	25%
It failed to provide advertised benefits	22%	15%
It was too buggy or prone to failure	21%	13%
It didn't work well with our other software	16%	19%

PRO TIP

Strive to meet the evolving needs of businesses looking to scale up, add more software functionality, or maximize the value of their investments.

To improve retention and prevent churn due to the availability of competing or lower-priced alternatives, ensure you have strong product differentiation, competitive pricing, and comprehensive educational content, such as product guides.

Source: Gartner Digital Markets’ 2024 Software Buying Behavior Survey; n = 198 software buyers that plan to switch software vendors for software they recently adopted; n = 138 software buyers that plan to cancel and not replace software they recently adopted; Q. Why was the decision made to replace this software purchase? Please select all that apply.



Key takeaways for software vendors

Key takeaways

1

Software investments hold steady despite economic volatility.

Recommendation: Invest in lead generation to capture increasing demand for software. Prioritize software-specific marketplaces to connect with high-intent buyers. Upgrade to a [sponsored profile](#) on Gartner Digital Markets to generate in-market leads.

2

Buyers demand AI-powered software, strong security, and transparent pricing.

Recommendation: Optimize your [product profile](#) on Capterra, GetApp, Software Advice, and UpCity to highlight security and AI features, and include full details on pricing to be transparent about costs upfront.

3

Buyers rely on customer reviews to make purchase decisions, but not all reviews are equal.

Recommendation: Generate the authentic reviews you need to influence buying decisions and drive growth. Launch an [always-on review strategy](#) with Gartner Digital Markets to collect fresh, in-language, and verified reviews.

4

Integration support and content in primary language strengthen the buyer-vendor relationship.

Recommendation: Offer integration support and content in the local language to ensure more seamless and meaningful interactions with buyers in your target markets. Leverage [B2B intent data](#) to orchestrate personalized experiences.



Methodology

Methodology

Gartner Digital Markets' 2024 Software Buying Behavior Survey was conducted to understand the composition, triggers, budgets, and challenges of software buying teams at global businesses across industries and sizes. We sought to uncover the software types these buyers are adopting, their evaluation methods, and what factors convince them to make a purchase, from vendor reputation and sales team interactions to content materials and user reviews.

The survey was conducted online in August and September 2023 among 2,499 respondents from the U.S., U.K., Canada, Australia, France, India, Germany, Brazil, and Japan, with businesses across multiple industries and company sizes (5 or more employees). Respondents were screened to ensure involvement in software purchasing decisions.

Gartner Digital Markets' 2024 Tech Trends

Survey was designed to understand the timeline, organizational challenges, adoption & budget, vendor research behaviors, ROI expectations, satisfaction levels for software buyers, and how they relate to buyers' remorse.

The survey was conducted online in July 2023 among 3,484 respondents from the U.S., U.K., Canada, Australia, France, India, Germany, Brazil, and Japan, with businesses across industries and company sizes (5 or more employees). Respondents were screened to ensure involvement in software purchasing decisions.

Sources

[\[1\]](#) Sharp, Long-lasting Slowdown to Hit Developing Countries Hard, The World Bank

[\[2\]](#) Gartner Poll Finds 55% of Organizations Are in Piloting or Production Mode with Generative AI, Gartner



About Gartner Digital Markets

Gartner Digital Markets is the world's largest platform for finding software and services. More than 100 million people visit Capterra, GetApp, Software Advice, and UpCity across over 70 localized sites every year to read objective research and verified customer reviews that help them confidently choose the right software and services. Thousands of B2B companies work with Gartner Digital Markets to build their brand, capture buyer demand, and grow their business.



gartnerdigitalmarkets.com



© 2024 Gartner Inc. and/or its affiliated. All rights reserved.

Gartner[®]
Digital Markets