Web Design Services in the US Industry Market Research Report Now Available from IBISWorld

In the five years to 2013, the Web Design Services industry has grown rapidly because of the increase in broadband connections and the rise in the number of mobile internet connections; however, in the next five years, the number of broadband connections will reach a saturation point, slowing growth. For these reasons, industry research firm IBISWorld has added a report on the Web Design Services industry to its growing industry report collection.

Los Angeles, CA (PRWEB) August 02, 2013 -- IBISWorld estimates that revenue for the Web Design Services industry has increased at an annualized rate of 2.7% to $20.1 billion in the five years to 2013, including growth of 4.5% in 2013. “Industry revenue fell 2.5% in 2009 as clients reduced spending and price competition prevailed in response to the recession,” IBISWorld industry analyst Kevin Culbert says. The industry, however, has benefited from several trends throughout the past five years, causing industry growth to rebound faster than most industries after the recession.

During the five years to 2013, an increasing reliance on the internet and web services has contributed to the industry's growth. “Ultimately, this reliance has been the result of a shift in media consumption habits and the falling price of broadband internet prices, which have both caused more consumers to use the internet,” Culbert says. In the five years to 2013, IBISWorld estimates that the number of broadband connections will increase at an annualized rate of 17.5% to 263.3 million. Furthermore, the rapid proliferation of smartphones and tablets has caused businesses to turn to companies in the Web Design Services industry to develop websites optimized for mobile platforms.

The Web Design Services industry has a low level of market share concentration. While large multiservice agencies operate in the industry, revenue is also spread among thousands of small firms and nonemployers. No single web design firm accounts for more than 5.0% of total industry revenue. Nonemployers make up the majority of industry enterprises.

In the five years to 2018, IBISWorld estimates that industry revenue will increase. During this period, industry operators will continue to benefit from increased internet connectivity, especially across mobile platforms. In spite of this revenue growth, low barriers to entry will cause more players to enter the industry, hampering profit growth. In the five years to 2018, IBISWorld estimates that the number of firms operating in the industry will increase in the five years to 2018. Furthermore, the industry will face increased competition from operators overseas in countries with low wage costs, such as India. For more information, visit IBISWorld’s Web Design Services in the US industry report page.

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IBISWorld industry Report Key Topics

Companies in this industry provide an assortment of web design activities including web graphic design; user experience design; interface design; search engine optimization; and related aspects of code-writing. Web design services incorporate a variety of coding languages. While the industry’s services include those dedicated
to mobile web design, it does not include companies that manage the online retail operations of clients.

Industry Performance
Executive Summary
Key External Drivers
Current Performance
Industry Outlook
Industry Life Cycle
Products & Markets
Supply Chain
Products & Services
Major Markets
Globalization & Trade
Business Locations
Competitive Landscape
Market Share Concentration
Key Success Factors
Cost Structure Benchmarks
Barriers to Entry
Major Companies
Operating Conditions
Capital Intensity
Key Statistics
Industry Data
Annual Change
Key Ratios

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