

This market analysis focuses on the software development industry in Eastern Europe.

Over the past decade, the region has emerged as a major outsourcing destination, offering skilled developers at competitive rates.

Countries such as Serbia, Poland, and Romania have attracted clients from the United States, Germany, and the United Kingdom.

The demand for software engineers in the region has grown significantly due to the increase in remote work and digital transformation.

Popular technologies include JavaScript frameworks such as React and Vue, backend solutions in .NET and Node.js, and data science with Python.

In the next five years, it is expected that the Eastern European software industry will continue to grow at an annual rate of 8–10%.

Key drivers include government incentives, strong educational systems, and a growing startup culture.