

Contoso Inc., a leading provider of software solutions, experienced a dynamic year in 2024 across global markets. The North American region showed a steady growth of 8% year-over-year, driven by strong enterprise adoption of cloud-based productivity tools. In Europe, sales increased by 5%, with notable traction in Germany and France due to digital transformation initiatives. Asia-Pacific markets, particularly India and Southeast Asia, saw a 12% surge in sales, attributed to expanding small and medium business sectors. Latin America and Africa presented mixed results, with growth in urban centers offset by economic challenges in rural areas. Overall, Contoso Inc. achieved a global revenue increase of 9.3% in 2024, supported by strategic partnerships and product innovation.