



Cambashi's View: A New Series Offering Strategic Insight into Industrial Software

CAMBRIDGE, CAMBRIDGESHIRE, UNITED KINGDOM, July 3, 2025 /EINPresswire.com/ -- [Cambashi](#), a leading global software industry analyst firm, is pleased to announce the launch of 'Cambashi's View' – a new series of strategic themes, to deliver timely, strategic insights into the [Engineering, Manufacturing, and Industrial software markets](#).

Cambashi's View provides clear, authoritative perspectives on emerging trends and complex topics. Each Cambashi's View presents a succinct, big-picture analysis followed by deeper insight and data from Cambashi's Observatories.

The first themes in the Cambashi's View series include:

- The Impact of US Tariffs on the engineering/manufacturing/industrial software market
- The emergence of CAE/Simulation - 'Why Hardware Companies buy CAE Software Companies'
- Industrial AI- the distinction between 'Consumer AI' and 'Industrial AI' in the engineering/manufacturing/industrial software market
- The Resilience and Future of the Media & Entertainment Software Market

Each Cambashi's View discusses a key aspect that affects the market and subsequent versions present real-world examples showcasing how industry leaders are adapting and innovating in response.

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About Cambashi

Cambashi is a global market research, industry analysis, consulting & training firm. For over 40 years, Cambashi has delivered objective market research, industry analysis, and consulting services focused on engineering and industrial software markets. 80% of leading BIM (Building Information Modeling) and MFG (Manufacturing) Design and Engineering software vendors rely on Cambashi data. See [Cambashi Market Data](#) for more information.

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