

# Comparing your company's current market share

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- Why do we have to use data from the “All Software Markets” pivot table when I’m trying to report my companies growth?
  - This rule is designed to ensure you are working with the latest published data. The “All Software Markets” pivot table report publishes between the current and previous “Market Share Analysis” reports, and every year Gartner makes adjustments to historical data.

For example, to compare your company's growth using the [\*Market Share Analysis: Application Performance Monitoring, 2014\*](#), you need to check the corresponding [\*Market Share: All Software Markets, Worldwide, 2014\*](#) instead of using data from the [\*Market Share Analysis: Application Performance Monitoring, 2013\*](#) report.