

## Twitter Thread by Brainhub



**Brainhub**  
[@brainhubeu](#)



**“Every time you write a new code, you should do so reluctantly, under duress, because you completely exhausted all your other options.” - Jeff Atwood**  
**@codinghorror**

**Hence the growing popularity of the no-code software.**

### **A quick thread ■**

1/

**NO-CODE IS EATING THE WORLD**

The concept isn't new (remember Microsoft FrontPage?) but the capabilities that the no-code and low-code tools offer today change the way individuals and businesses approach building digital products.

**WHY IT'S INTERESTING? ■**

2/

No-code tools let you build things without writing code. Websites, mobile apps, online stores – all that (and a lot more!) can be built without any prior coding experience.

3/

Even though the “no-code” label is often an oversell (many platforms are “just” low-code and still require some low programming effort), the capabilities offered are game-changing, especially at the first stages of product development.

4/

Key no-code platforms:

- @Shopify: e-commerce

- @canva: design
- @airtable: databases
- @webflow: web development
- @zapier: process automation
- @bubble: mobile app development

5/

## LOOKING AHEAD

- Gartner states low-code platforms will be responsible for more than 65 percent of all app dev activity by 2024
- Forrester expects the low-code market to represent \$21bn in spending by 2022
- No-code market will be valued at \$46bn by 2023 (\$8bn in 2018)

6/

From a development perspective, low-code software should be seen as the next big thing after frameworks and APIs. A productivity hack that allows us to do more with less.

7/

From a business perspective, no-code tools allow business owners to put more effort into what really drives results: business strategy, market traction, community-building, sales and marketing.

The product itself is no longer a roadblock. Or an excuse.

8/

For a deeper analysis of the no-code movement, definitely read this great piece from [@alexandre\\_dewez](#) and [@thibault\\_brndr](#):

<https://t.co/0DYI1MLmeF>

And for more tech updates and news, join our weekly newsletter:

<https://t.co/66v5kD4FZ5>