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Global Applicant Tracking System Market Size study & Forecast, by Component (Software, Services) by Deployment (On-premises, Cloud), by Organization Size (Small & Medium Enterprises, Large Enterprises), by End-use (IT & Telecommunication, BFSI, Healthcare & Life Sciences, Consumer Goods & Retail, Manufacturing, Others) and Regional Analysis, 2023-2030

https://marketpublishers.com/r/GF529A2E167EN.html
Date: March 2024
Pages: 200
Price: US$ 4,950.00 (Single User License)
ID: GF529A2E167EN

Abstracts

Global Applicant Tracking System Market is valued approximately at USD 2.41 billion in 2022 and is anticipated to grow with a growth rate of more than 6.20% over the forecast period 2023-2030. An Applicant Tracking System (ATS) is a software application that streamlines and automates the recruitment process for organizations by managing the entire lifecycle of job applicants. From posting job openings to sourcing candidates, screening resumes, scheduling interviews, and ultimately hiring, an ATS centralizes all recruitment-related activities into a single platform. This system allows recruiters and hiring managers to efficiently track and manage candidate data, including resumes, applications, communication logs, and interview feedback. The Applicant Tracking System market is expanding because of factors such as high volume of job applications, rising demand for streamlined recruitment processes and globalization and remote work trends.

The growth of online job platforms and the ease of submitting applications, companies often receive a high volume of resumes for open positions. The Applicant Tracking System helps manage and organize these large volumes of applications, making the hiring process more manageable. According to Statista, in 2023, the rate of hiring intent

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across India by various organizations and corporates was estimated to be at 36 percent. This was an increase compared to the previous year when the hiring intent was at 35.9 percent. Moreover, according to Statista, there were 8.79 million job openings in the United States by the end of November 2023. This is an increase from the previous month's 8.85 million job openings, thus rising volume of job applications is driving the market growth. In addition, rising technological advancement and integration with HR and talent management systems are creating new opportunities to the market growth. However, limited technical expertise and complexity involved with the integration of ATS software with other systems stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Applicant Tracking System Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share. The expansion in the region is driven by the increasing embrace of digital strategies centered around novel and advanced technologies. This region stands out as the primary revenue contributor to the ATS market, given that numerous major global companies have their headquarters situated here. Moreover, companies within the region prioritize the optimization of recruitment processes and the reduction of manual tasks, rendering ATS an appealing solution. Consequently, the escalating digitization within the region plays a pivotal role in driving the growth of the market. Asia Pacific is expected to grow at a fastest rate during the forecast period, owing to factors such as rising collaborations and the widespread digitalization of businesses. A substantial increase in business interactions with the U.S. in the last decade has resulted in the widespread adoption of applicant tracking system software in the region. Consequently, the growing economic significance of this software has directly influenced the upward trajectory of the regional market.

Major market player included in this report are:

IBM Corporation

Oracle Corporation

Jobvite Inc.

Bullhorn, Inc. (Vista Equity Partners)

iCIMS, Inc.

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SmartRecruiters, Inc.

Workday, Inc.

SAP SE

Workable Technology Limited

Greenhouse Software, Inc.

Recent Developments in the Market:

In June 2023, IBM Corporation disclosed its acquisition of Apptio Inc., a company specializing in delivering actionable economic and operational insights for enterprise IT. This strategic move is expected to expedite the advancement of IBM's IT automation capabilities, empowering business leaders to derive heightened business value from their technology investments.

In August 2023, RChilli introduced a new feature called RCR (RChilli Candidate Recharge). With RCR, the company is revolutionizing the way applicant data is reprocessed within the Applicant Tracking System, ensuring an efficient and seamless experience for both end users and providers of ATS.

Global Applicant Tracking System Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Deployment, Component, Organization Size, End-use, Region

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Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Software

Services

By Deployment:

Cloud-based

On-premise

By Organization Size:

Large Enterprises

Small & Medium Enterprises

By End-use:

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BFSI

IT & Telecom

Manufacturing

Retail & Consumer Goods

Healthcare

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

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Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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