

Global Field Force Automation Market Size study & Forecast, by Component (Solution, Services), by Deployment (On-Premise, Cloud), by Organization Size (SME, Large Enterprise), by Industry Vertical (IT and Telecom, Healthcare and Life Sciences, Manufacturing, Transportation and Logistics, Construction and Real Estate, Energy and Utilities, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Field Force Automation Market is valued at approximately USD 1.42 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 18.20% over the forecast period 2023-2030. Field force automation also referred to as field force management, entails the real-time capture of field services and sales information using mobile communication technology. This typically involves the use of mobile phones, tablet PCs, wearables, and wireless devices. The Field Force Automation Market is expanding because of factors such as, increasing penetration of connected devices and growing demand for cloud-based applications. Moreover, rising penetration of connected devices positively impacts field force automation by enabling seamless connectivity and real-time data exchange.

According to Statista, the global installed base of Internet of Things (IoT) connected devices may reach 30.9 billion units by 2025. This represents a notable growth compared to the estimated 13.8 billion units in 2021. The increasing demand for cloud-based applications significantly influences the field force automation market, increasing adoption and enabling businesses to leverage scalable and accessible field force automation solutions for enhanced field operations management and real-time data

collection. According to Statista in 2023, the global market for cloud applications had a value of USD133.6 billion in 2021 and is projected to reach USD168.6 billion by 2025. The cloud applications software market is expected to grow at a compound annual growth rate of 4.8%. In addition, the rising demand for safety compliance automation solutions and technological advancements in field force automation would create a lucrative growth opportunity. However, the high cost of field force automation and low data security stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Field Force Automation Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market during the forecast period owing to the, increasing adoption of real-time mobile applications for field data collection and a growing demand for industrial automation, and rising adoption of cloud computing solutions in the region. Asia Pacific is expected to grow significantly during the forecast period, owing to the rapid industrialization and increasing technological advancements, in the region.

Major market player included in this report are:

ServiceMax Inc

SalesDiary Inc.

Folio3 Software Inc.

Channelplay Limited

VisitBasis Tech, LLC

Oracle Corporation

Microsoft Corporation

Salesforce, Inc.

Acumatica, Inc.

Leadsquared Private Limited.

Recent Developments in the Market:

In October 2022, TechSee and Oracle collaborated on a technology integration that involved incorporating TechSee's visual engagement and AI-powered service automation solutions into Oracle Field Service. Through this collaboration, agents and technicians were able to access augmented reality guidance on their mobile devices via a patented, real-time video stream. This integration significantly enhanced their capabilities while working in the field.

Global Field Force Automation 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 -Component, Deployment, Organization Size, Industry Vertical, Region

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:

Solution

Services

By Deployment:

On-Premise

Cloud

By Organization Size:

SME

Large Enterprise

By Industry Vertical:

IT and Telecom

Healthcare and Life Sciences

Manufacturing

Transportation and Logistics

Construction and Real Estate

Energy and Utilities

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

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Saudi Arabia

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Rest of Middle East & Africa

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