

Global Workflow Automation Market Size Study & Forecast, by Deployment, Solution, End-user Industry, and Regional Forecasts 2025-2035

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Abstracts

The Global Workflow Automation Market is valued at approximately USD 21.7 billion in 2024 and is poised to expand at a remarkable CAGR of 9.52% over the forecast period from 2025 to 2035. Workflow automation is rapidly reshaping the enterprise landscape by enabling organizations to orchestrate repetitive tasks, streamline operations, and minimize human intervention through digital solutions. As enterprises strive to reduce operational inefficiencies, enhance service delivery, and improve employee productivity, they are turning to automation tools that offer real-time analytics, intelligent decision-making, and seamless integrations across cloud and on-premise systems.

Organizations across sectors such as banking, telecom, manufacturing, and healthcare are pivoting toward automation platforms to navigate an increasingly complex regulatory and digital environment. This shift is further catalyzed by the advent of low-code and no-code technologies, which empower business users to build workflows with minimal IT dependency. The demand for workflow automation services is also surging, particularly in consulting, deployment, and support, as companies seek tailored solutions to suit their legacy systems and scalability requirements. Furthermore, as enterprises embrace cloud infrastructure, cloud-based deployment models are gaining traction for their flexibility, cost-efficiency, and agility, while hybrid models are being adopted to support diverse operational demands.

Regionally, North America remains the vanguard of the workflow automation market, driven by a matured IT ecosystem, the early adoption of digital transformation strategies, and robust investments in enterprise software solutions. The United States leads the regional landscape owing to a high concentration of global IT giants and continuous innovation in automation and AI technologies. Europe is not far behind, with

countries like Germany, the UK, and France pushing the automation envelope in their industrial and service sectors. Meanwhile, the Asia Pacific region is projected to witness the fastest growth over the forecast period. The burgeoning digital economy, increased smartphone penetration, and accelerated enterprise cloud adoption in countries such as China, India, and South Korea are catalyzing demand for agile workflow solutions. Government-led initiatives promoting automation in public services and smart city projects are further reinforcing regional market dynamics.

Major market player included in this report are:

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

Appian Corporation

Pegasystems Inc.

ServiceNow Inc.

Salesforce Inc.

Kissflow Inc.

Automation Anywhere Inc.

Nintex Global Ltd

Zoho Corporation Pvt. Ltd.

Software AG

UiPath Inc.

Newgen Software Technologies Limited

Global Workflow Automation Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

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

Customization Scope - Free report customization (equivalent up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Deployment:

On-Premise

Cloud

By Solution:

Software

Services

By End-user Industry:

Banking

Telecom

Retail

Manufacturing and Logistics

Healthcare and Pharmaceuticals

Energy and Utilities

Other End-user Industries

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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