

# Global Workforce Behavioral Analytics Software Market Research Report 2026(Status and Outlook)

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## Abstracts

Workforce Behavioral Analytics Software refers to digital tools and platforms designed to collect, analyze, and interpret employee behavior data within an organization to improve workforce performance, engagement, and productivity. These systems leverage advanced technologies like artificial intelligence (AI), machine learning, and data visualization to track patterns in communication, collaboration, time usage, task management, and other work-related behaviors. The insights derived help HR teams and managers identify high-performing teams, detect burnout risks, predict turnover, and make data-driven decisions about workforce development, talent management, and organizational strategy.

The global Workforce Behavioral Analytics Software market size was estimated at USD 1789.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 12.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Workforce Behavioral Analytics Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global

Workforce Behavioral Analytics Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Workforce Behavioral Analytics Software market.

### **Global Workforce Behavioral Analytics Software Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Visier  
SAP SuccessFactors Workforce Analytics  
Tableau  
ActivTrak  
Teramind  
Time Doctor  
Insightful  
Hubstaff  
Anaplan  
Workday  
Nextthink  
Qualtrics

OpenText  
Cisco Systems  
IBM  
Verint Systems

### **Market Segmentation (by Type)**

On-Premise  
Cloud-Based (SaaS)

### **Market Segmentation (by Application)**

Small and Medium Enterprises (SMEs)  
Large Enterprises

### **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Workforce Behavioral Analytics Software Market  
Overview of the regional outlook of the Workforce Behavioral Analytics Software Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales

team, who will ensure that your requirements are met.

## **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Workforce Behavioral Analytics Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Workforce Behavioral Analytics Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to

come  
6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

1.1 Market Definition and Statistical Scope of Workforce Behavioral Analytics Software

1.2 Key Market Segments

1.2.1 Workforce Behavioral Analytics Software Segment by Type

1.2.2 Workforce Behavioral Analytics Software Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

### **2 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET OVERVIEW**

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET COMPETITIVE LANDSCAPE**

3.1 Company Assessment Quadrant

3.2 Global Workforce Behavioral Analytics Software Product Life Cycle

3.3 Global Workforce Behavioral Analytics Software Revenue Market Share by Company (2020-2025)

3.4 Workforce Behavioral Analytics Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 Workforce Behavioral Analytics Software Market Competitive Situation and Trends

3.6.1 Workforce Behavioral Analytics Software Market Concentration Rate

3.6.2 Global 5 and 10 Largest Workforce Behavioral Analytics Software Players

Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

### **4 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE VALUE CHAIN ANALYSIS**

- 4.1 Workforce Behavioral Analytics Software Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Workforce Behavioral Analytics Software Market Porter's Five Forces Analysis

## **6 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Workforce Behavioral Analytics Software Market by Type (2020-2025)
- 6.3 Global Workforce Behavioral Analytics Software Market Size Growth Rate by Type (2021-2025)

## **7 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Workforce Behavioral Analytics Software Market Size (M USD) by Application (2020-2025)
- 7.3 Global Workforce Behavioral Analytics Software Market Size Growth Rate by Application (2021-2025)

## **8 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET SEGMENTATION BY REGION**

### 8.1 Global Workforce Behavioral Analytics Software Market Size by Region

#### 8.1.1 Global Workforce Behavioral Analytics Software Market Size by Region

#### 8.1.2 Global Workforce Behavioral Analytics Software Market Size Market Share by Region

### 8.2 North America

#### 8.2.1 North America Workforce Behavioral Analytics Software Market Size by Country

#### 8.2.2 U.S.

#### 8.2.3 Canada

#### 8.2.4 Mexico

### 8.3 Europe

#### 8.3.1 Europe Workforce Behavioral Analytics Software Market Size by Country

#### 8.3.2 Germany

#### 8.3.3 France

#### 8.3.4 U.K.

#### 8.3.5 Italy

#### 8.3.6 Spain

### 8.4 Asia Pacific

#### 8.4.1 Asia Pacific Workforce Behavioral Analytics Software Market Size by Region

#### 8.4.2 China

#### 8.4.3 Japan

#### 8.4.4 South Korea

#### 8.4.5 India

#### 8.4.6 Southeast Asia

### 8.5 South America

#### 8.5.1 South America Workforce Behavioral Analytics Software Market Size by Country

#### 8.5.2 Brazil

#### 8.5.3 Argentina

#### 8.5.4 Columbia

### 8.6 Middle East and Africa

#### 8.6.1 Middle East and Africa Workforce Behavioral Analytics Software Market Size by Region

#### 8.6.2 Saudi Arabia

#### 8.6.3 UAE

#### 8.6.4 Egypt

#### 8.6.5 Nigeria

## 8.6.6 South Africa

# 9 KEY COMPANIES PROFILE

## 9.1 Visier

### 9.1.1 Visier Basic Information

### 9.1.2 Visier Workforce Behavioral Analytics Software Product Overview

### 9.1.3 Visier Workforce Behavioral Analytics Software Product Market Performance

### 9.1.4 Visier SWOT Analysis

### 9.1.5 Visier Business Overview

### 9.1.6 Visier Recent Developments

## 9.2 SAP SuccessFactors Workforce Analytics

### 9.2.1 SAP SuccessFactors Workforce Analytics Basic Information

### 9.2.2 SAP SuccessFactors Workforce Analytics Workforce Behavioral Analytics Software Product Overview

### 9.2.3 SAP SuccessFactors Workforce Analytics Workforce Behavioral Analytics Software Product Market Performance

### 9.2.4 SAP SuccessFactors Workforce Analytics SWOT Analysis

### 9.2.5 SAP SuccessFactors Workforce Analytics Business Overview

### 9.2.6 SAP SuccessFactors Workforce Analytics Recent Developments

## 9.3 Tableau

### 9.3.1 Tableau Basic Information

### 9.3.2 Tableau Workforce Behavioral Analytics Software Product Overview

### 9.3.3 Tableau Workforce Behavioral Analytics Software Product Market Performance

### 9.3.4 Tableau SWOT Analysis

### 9.3.5 Tableau Business Overview

### 9.3.6 Tableau Recent Developments

## 9.4 ActivTrak

### 9.4.1 ActivTrak Basic Information

### 9.4.2 ActivTrak Workforce Behavioral Analytics Software Product Overview

### 9.4.3 ActivTrak Workforce Behavioral Analytics Software Product Market Performance

### 9.4.4 ActivTrak Business Overview

### 9.4.5 ActivTrak Recent Developments

## 9.5 Teramind

### 9.5.1 Teramind Basic Information

### 9.5.2 Teramind Workforce Behavioral Analytics Software Product Overview

### 9.5.3 Teramind Workforce Behavioral Analytics Software Product Market Performance

### 9.5.4 Teramind Business Overview

### 9.5.5 Teramind Recent Developments

## 9.6 Time Doctor

9.6.1 Time Doctor Basic Information

9.6.2 Time Doctor Workforce Behavioral Analytics Software Product Overview

9.6.3 Time Doctor Workforce Behavioral Analytics Software Product Market

Performance

9.6.4 Time Doctor Business Overview

9.6.5 Time Doctor Recent Developments

## 9.7 Insightful

9.7.1 Insightful Basic Information

9.7.2 Insightful Workforce Behavioral Analytics Software Product Overview

9.7.3 Insightful Workforce Behavioral Analytics Software Product Market Performance

9.7.4 Insightful Business Overview

9.7.5 Insightful Recent Developments

## 9.8 Hubstaff

9.8.1 Hubstaff Basic Information

9.8.2 Hubstaff Workforce Behavioral Analytics Software Product Overview

9.8.3 Hubstaff Workforce Behavioral Analytics Software Product Market Performance

9.8.4 Hubstaff Business Overview

9.8.5 Hubstaff Recent Developments

## 9.9 Anaplan

9.9.1 Anaplan Basic Information

9.9.2 Anaplan Workforce Behavioral Analytics Software Product Overview

9.9.3 Anaplan Workforce Behavioral Analytics Software Product Market Performance

9.9.4 Anaplan Business Overview

9.9.5 Anaplan Recent Developments

## 9.10 Workday

9.10.1 Workday Basic Information

9.10.2 Workday Workforce Behavioral Analytics Software Product Overview

9.10.3 Workday Workforce Behavioral Analytics Software Product Market Performance

9.10.4 Workday Business Overview

9.10.5 Workday Recent Developments

## 9.11 Nexthink

9.11.1 Nexthink Basic Information

9.11.2 Nexthink Workforce Behavioral Analytics Software Product Overview

9.11.3 Nexthink Workforce Behavioral Analytics Software Product Market Performance

9.11.4 Nexthink Business Overview

9.11.5 Nexthink Recent Developments

## 9.12 Qualtrics

9.12.1 Qualtrics Basic Information

- 9.12.2 Qualtrics Workforce Behavioral Analytics Software Product Overview
- 9.12.3 Qualtrics Workforce Behavioral Analytics Software Product Market Performance
- 9.12.4 Qualtrics Business Overview
- 9.12.5 Qualtrics Recent Developments
- 9.13 OpenText
  - 9.13.1 OpenText Basic Information
  - 9.13.2 OpenText Workforce Behavioral Analytics Software Product Overview
  - 9.13.3 OpenText Workforce Behavioral Analytics Software Product Market Performance
  - 9.13.4 OpenText Business Overview
  - 9.13.5 OpenText Recent Developments
- 9.14 Cisco Systems
  - 9.14.1 Cisco Systems Basic Information
  - 9.14.2 Cisco Systems Workforce Behavioral Analytics Software Product Overview
  - 9.14.3 Cisco Systems Workforce Behavioral Analytics Software Product Market Performance
  - 9.14.4 Cisco Systems Business Overview
  - 9.14.5 Cisco Systems Recent Developments
- 9.15 IBM
  - 9.15.1 IBM Basic Information
  - 9.15.2 IBM Workforce Behavioral Analytics Software Product Overview
  - 9.15.3 IBM Workforce Behavioral Analytics Software Product Market Performance
  - 9.15.4 IBM Business Overview
  - 9.15.5 IBM Recent Developments
- 9.16 Verint Systems
  - 9.16.1 Verint Systems Basic Information
  - 9.16.2 Verint Systems Workforce Behavioral Analytics Software Product Overview
  - 9.16.3 Verint Systems Workforce Behavioral Analytics Software Product Market Performance
  - 9.16.4 Verint Systems Business Overview
  - 9.16.5 Verint Systems Recent Developments

## **10 WORKFORCE BEHAVIORAL ANALYTICS SOFTWARE MARKET FORECAST BY REGION**

- 10.1 Global Workforce Behavioral Analytics Software Market Size Forecast
- 10.2 Global Workforce Behavioral Analytics Software Market Forecast by Region
  - 10.2.1 North America Market Size Forecast by Country
  - 10.2.2 Europe Workforce Behavioral Analytics Software Market Size Forecast by

## Country

10.2.3 Asia Pacific Workforce Behavioral Analytics Software Market Size Forecast by Region

10.2.4 South America Workforce Behavioral Analytics Software Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Workforce Behavioral Analytics Software by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

11.1 Global Workforce Behavioral Analytics Software Market Forecast by Type (2026-2035)

11.1.1 Global Workforce Behavioral Analytics Software Market Size Forecast by Type (2026-2035)

11.2 Global Workforce Behavioral Analytics Software Market Forecast by Application (2026-2035)

11.2.1 Global Workforce Behavioral Analytics Software Market Size (M USD) Forecast by Application (2026-2035)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Workforce Behavioral Analytics Software Market Size by Type (M USD)

Table 4. Global Workforce Behavioral Analytics Software Market Size by Application

Table 5. Workforce Behavioral Analytics Software Market Size Comparison by Region (M USD)

Table 6. Global Workforce Behavioral Analytics Software Revenue (M USD) by Company (2020-2025)

Table 7. Global Workforce Behavioral Analytics Software Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Workforce Behavioral Analytics Software as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Workforce Behavioral Analytics Software Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Workforce Behavioral Analytics Software Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Workforce Behavioral Analytics Software Market Size by Type (M USD)

Table 22. Global Workforce Behavioral Analytics Software Market Size (M USD) by Type (2020-2025)

Table 23. Global Workforce Behavioral Analytics Software Market Share by Type (2020-2025)

Table 24. Global Workforce Behavioral Analytics Software Market Size Growth Rate by Type (2021-2025)

Table 25. Global Workforce Behavioral Analytics Software Market Size by Application

Table 26. Global Workforce Behavioral Analytics Software Market Size by Application

(2020-2025) & (M USD)

Table 27. Global Workforce Behavioral Analytics Software Market Share by Application (2020-2025)

Table 28. Global Workforce Behavioral Analytics Software Market Size Growth Rate by Application (2021-2025)

Table 29. Global Workforce Behavioral Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 30. Global Workforce Behavioral Analytics Software Market Size Market Share by Region (2020-2025)

Table 31. North America Workforce Behavioral Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Workforce Behavioral Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Workforce Behavioral Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 34. South America Workforce Behavioral Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Workforce Behavioral Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 36. Visier Basic Information

Table 37. Visier Workforce Behavioral Analytics Software Product Overview

Table 38. Visier Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Visier SWOT Analysis

Table 40. Visier Business Overview

Table 41. Visier Recent Developments

Table 42. SAP SuccessFactors Workforce Analytics Basic Information

Table 43. SAP SuccessFactors Workforce Analytics Workforce Behavioral Analytics Software Product Overview

Table 44. SAP SuccessFactors Workforce Analytics Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 45. SAP SuccessFactors Workforce Analytics SWOT Analysis

Table 46. SAP SuccessFactors Workforce Analytics Business Overview

Table 47. SAP SuccessFactors Workforce Analytics Recent Developments

Table 48. Tableau Basic Information

Table 49. Tableau Workforce Behavioral Analytics Software Product Overview

Table 50. Tableau Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Tableau SWOT Analysis

Table 52. Tableau Business Overview

Table 53. Tableau Recent Developments

Table 54. ActivTrak Basic Information

Table 55. ActivTrak Workforce Behavioral Analytics Software Product Overview

Table 56. ActivTrak Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 57. ActivTrak Business Overview

Table 58. ActivTrak Recent Developments

Table 59. Teramind Basic Information

Table 60. Teramind Workforce Behavioral Analytics Software Product Overview

Table 61. Teramind Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Teramind Business Overview

Table 63. Teramind Recent Developments

Table 64. Time Doctor Basic Information

Table 65. Time Doctor Workforce Behavioral Analytics Software Product Overview

Table 66. Time Doctor Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 67. Time Doctor Business Overview

Table 68. Time Doctor Recent Developments

Table 69. Insightful Basic Information

Table 70. Insightful Workforce Behavioral Analytics Software Product Overview

Table 71. Insightful Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Insightful Business Overview

Table 73. Insightful Recent Developments

Table 74. Hubstaff Basic Information

Table 75. Hubstaff Workforce Behavioral Analytics Software Product Overview

Table 76. Hubstaff Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Hubstaff Business Overview

Table 78. Hubstaff Recent Developments

Table 79. Anaplan Basic Information

Table 80. Anaplan Workforce Behavioral Analytics Software Product Overview

Table 81. Anaplan Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Anaplan Business Overview

Table 83. Anaplan Recent Developments

Table 84. Workday Basic Information

Table 85. Workday Workforce Behavioral Analytics Software Product Overview

Table 86. Workday Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Workday Business Overview

Table 88. Workday Recent Developments

Table 89. Nexthink Basic Information

Table 90. Nexthink Workforce Behavioral Analytics Software Product Overview

Table 91. Nexthink Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 92. Nexthink Business Overview

Table 93. Nexthink Recent Developments

Table 94. Qualtrics Basic Information

Table 95. Qualtrics Workforce Behavioral Analytics Software Product Overview

Table 96. Qualtrics Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 97. Qualtrics Business Overview

Table 98. Qualtrics Recent Developments

Table 99. OpenText Basic Information

Table 100. OpenText Workforce Behavioral Analytics Software Product Overview

Table 101. OpenText Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 102. OpenText Business Overview

Table 103. OpenText Recent Developments

Table 104. Cisco Systems Basic Information

Table 105. Cisco Systems Workforce Behavioral Analytics Software Product Overview

Table 106. Cisco Systems Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 107. Cisco Systems Business Overview

Table 108. Cisco Systems Recent Developments

Table 109. IBM Basic Information

Table 110. IBM Workforce Behavioral Analytics Software Product Overview

Table 111. IBM Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 112. IBM Business Overview

Table 113. IBM Recent Developments

Table 114. Verint Systems Basic Information

Table 115. Verint Systems Workforce Behavioral Analytics Software Product Overview

Table 116. Verint Systems Workforce Behavioral Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 117. Verint Systems Business Overview

Table 118. Verint Systems Recent Developments

Table 119. Global Workforce Behavioral Analytics Software Market Size Forecast by Region (2026-2035) & (M USD)

Table 120. North America Workforce Behavioral Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 121. Europe Workforce Behavioral Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Asia Pacific Workforce Behavioral Analytics Software Market Size Forecast by Region (2026-2035) & (M USD)

Table 123. South America Workforce Behavioral Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 124. Middle East and Africa Workforce Behavioral Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 125. Global Workforce Behavioral Analytics Software Market Size Forecast by Type (2026-2035) & (M USD)

Table 126. Global Workforce Behavioral Analytics Software Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Industry Chain of Workforce Behavioral Analytics Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Workforce Behavioral Analytics Software Market Size (M USD), 2025-2035

Figure 5. Global Workforce Behavioral Analytics Software Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Workforce Behavioral Analytics Software Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Workforce Behavioral Analytics Software Product Life Cycle

Figure 12. Global Workforce Behavioral Analytics Software Revenue Share by Company in 2025

Figure 13. Workforce Behavioral Analytics Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by Workforce Behavioral Analytics Software Revenue in 2025

Figure 15. Value Chain Map of Workforce Behavioral Analytics Software

Figure 16. Global Workforce Behavioral Analytics Software Market PEST Analysis

Figure 17. Global Workforce Behavioral Analytics Software Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Workforce Behavioral Analytics Software Market Share by Type

Figure 20. Market Share of Workforce Behavioral Analytics Software by Type (2020-2025)

Figure 21. Global Workforce Behavioral Analytics Software Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Workforce Behavioral Analytics Software Market Share by Application

Figure 24. Global Workforce Behavioral Analytics Software Market Share by Application (2020-2025)

Figure 25. Global Workforce Behavioral Analytics Software Market Share by Application in 2024

Figure 26. Global Workforce Behavioral Analytics Software Market Size Growth Rate by Application (2021-2025)

Figure 27. Global Workforce Behavioral Analytics Software Market Size Market Share by Region (2020-2025)

Figure 28. North America Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Workforce Behavioral Analytics Software Market Size Market Share by Country in 2024

Figure 30. U.S. Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Workforce Behavioral Analytics Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Workforce Behavioral Analytics Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Workforce Behavioral Analytics Software Market Share by Country in 2024

Figure 35. Germany Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Workforce Behavioral Analytics Software Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Workforce Behavioral Analytics Software Market Size Market Share by Region in 2024

Figure 42. China Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Workforce Behavioral Analytics Software Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 46. Southeast Asia Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Workforce Behavioral Analytics Software Market Size and Growth Rate (M USD)

Figure 48. South America Workforce Behavioral Analytics Software Market Size Market Share by Country in 2024

Figure 49. Brazil Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Workforce Behavioral Analytics Software Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Workforce Behavioral Analytics Software Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Workforce Behavioral Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Workforce Behavioral Analytics Software Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Workforce Behavioral Analytics Software Market Share Forecast by Type (2026-2035)

Figure 61. Global Workforce Behavioral Analytics Software Market Share Forecast by Application (2026-2035)

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