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Global Employee Survey Tool Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Employee Survey Tool market size was valued at US$ 268 million in 2024 and is forecast to a readjusted size of USD 368 million by 2031 with a CAGR of 4.7% during review period.

Employee survey tools refer to software applications or platforms that enable organizations to design, distribute, and analyze surveys to gather feedback and insights from their employees. These tools provide functionalities to create customizable surveys, collect responses, and generate reports to help organizations make data-driven decisions and improve employee engagement and satisfaction.

The market for employee survey tools has witnessed growth in recent years due to several factors. One of the key drivers is the increasing emphasis on employee experience and engagement. Organizations recognize that engaged employees are more likely to be productive, committed, and satisfied in their roles. Employee survey tools provide a systematic approach to measure employee sentiment, gather feedback on various aspects of the workplace, and identify areas for improvement.

Furthermore, the market is driven by the growing need for actionable insights and data-driven decision-making. Employee survey tools offer features that enable organizations to analyze survey responses, generate reports, and visualize data. These tools provide valuable insights into employee opinions, perceptions, and satisfaction levels, allowing organizations to identify trends, pinpoint areas of concern, and make informed decisions to enhance the employee experience.

Additionally, the market for employee survey tools is influenced by the demand for

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continuous feedback and pulse surveys. Traditional annual surveys are often insufficient in capturing the dynamic nature of employee experiences. Employee survey tools enable organizations to conduct more frequent and targeted surveys, such as pulse surveys or real-time feedback tools, to gauge employee sentiment and address emerging issues promptly. These tools facilitate ongoing dialogue and enable organizations to stay attuned to employee needs and concerns.

Moreover, advancements in technology have contributed to the growth of the employee survey tool market. These tools leverage technologies such as cloud computing, mobile access, artificial intelligence (AI), and analytics to enhance functionalities. AI-powered features may include sentiment analysis, text mining, and predictive analytics, which help organizations gain deeper insights from survey responses and automate certain aspects of the survey process.

The market for employee survey tools can be segmented based on factors such as organization size (small and medium-sized enterprises, large enterprises), industry verticals (technology, healthcare, finance, etc.), deployment models (cloud-based, on-premises), and geographical regions. Different survey tool providers may offer specific features, customization options, security measures, and integration capabilities based on the needs of organizations.

This report is a detailed and comprehensive analysis for global Employee Survey Tool market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Employee Survey Tool market size and forecasts, in consumption value ($ Million), 2020-2031

Global Employee Survey Tool market size and forecasts by region and country, in consumption value ($ Million), 2020-2031

Global Employee Survey Tool market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031

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Global Employee Survey Tool market shares of main players, in revenue ($ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Employee Survey Tool

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Employee Survey Tool market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Connecteam, SurveyMonkey, Monday.com, Nfield, Zoho Survey, SurveyLegend, Google Forms, Trakstar, Culture Amp, SurveyLab, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Employee Survey Tool market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Cloud-based

On-premises

Market segment by Application

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SMEs

Large Enterprises

Market segment by players, this report covers

Connecteam

SurveyMonkey

Monday.com

Nfield

Zoho Survey

SurveyLegend

Google Forms

Trakstar

Culture Amp

SurveyLab

TINYpulse Engage

Startquestion

Qualtrics XM

ChartHop

Betterworks

SHRM

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DeskAlerts

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Employee Survey Tool product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Employee Survey Tool, with revenue, gross margin, and global market share of Employee Survey Tool from 2020 to 2025.

Chapter 3, the Employee Survey Tool competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025.and Employee Survey Tool market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Employee Survey Tool.

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Chapter 13, to describe Employee Survey Tool research findings and conclusion.

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