

# Global Operational Workforce Planning Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G98563A86C2BEN.html>

Date: May 2026

Pages: 141

Price: US\$ 4,480.00 (Single User License)

ID: G98563A86C2BEN

## Abstracts

The global Operational Workforce Planning market size is expected to reach \$ 6468 million by 2032, rising at a market growth of 10.0% CAGR during the forecast period (2026-2032).

Operational Workforce Planning refers to the management process by which enterprises, at the daily operational level, dynamically plan and optimize the number of personnel, shift arrangements, skill configuration, and working hours in the short to medium term based on business demand forecasts and resource constraints. The aim is to achieve optimal labor costs and maximize operational efficiency while meeting service level or production targets.

### Gross Margin Level

From a business model perspective, operational workforce planning falls into the typical 'SaaS subscription + implementation and configuration + integration services + customer success' category. Its gross margin is typically significantly higher than traditional human resource outsourcing or BPO services, but slightly lower than the most standardized pure tool-based SaaS. If the vendor primarily offers standardized cloud subscriptions, with lightweight implementation and a client base mainly consisting of SMBs, the gross margin can often be maintained at 55%-70%. If the vendor targets large enterprises, involving complex scheduling rules, union contracts, localization compliance, multi-system integration, and ongoing consulting services, the overall gross margin is usually around 50%-65%. Mature platforms with high productization and a higher proportion of subscription revenue can potentially achieve a gross margin of 60%-75%. The key factor affecting gross margin is not the algorithm itself, but rather the depth of project delivery, implementation cycle, industry template maturity, integration

complexity, overseas localization, and after-sales support costs. Overall, this category represents a segment within software services with a relatively favorable profit structure, but with high upfront pre-sales and implementation costs.

## Industry Drivers

The core driver of the operational workforce planning (WFM) market stems first from the ongoing pressure on businesses to improve labor productivity, labor costs, and scheduling accuracy. Research institutions have clearly pointed out that improving operational efficiency and achieving accurate workforce utilization are among the main reasons for the current expansion of the WFM market. Secondly, the maturity of AI, mobile devices, real-time data, and cloud platforms has transformed predictive staffing, dynamic scheduling, and real-time adjustments from 'optional capabilities' into 'competitive necessities.' Official product pages also commonly highlight AI prediction, intelligent scheduling, and real-time analysis as selling points. Thirdly, increasingly complex labor laws, overtime rules, scheduling fairness, and union constraints are pushing companies to shift from manual spreadsheets to systematic planning. Finally, employee experience is also driving market growth: more transparent schedules, more flexible shift changes/self-service scheduling, and more predictable work arrangements are no longer just management tools, but also tools for talent retention and employee stability. In summary, the growth of this industry is not solely driven by IT upgrades, but rather by the combined efforts of four goals: cost reduction, compliance, experience, and resilient operations.

This report studies the global Operational Workforce Planning demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Operational Workforce Planning, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Operational Workforce Planning that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Operational Workforce Planning total market, 2021-2032, (USD Million)

Global Operational Workforce Planning total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Operational Workforce Planning total market, key domestic companies, and share, (USD Million)

Global Operational Workforce Planning revenue by player, revenue and market share 2021-2026, (USD Million)

Global Operational Workforce Planning total market by Type, CAGR, 2021-2032, (USD Million)

Global Operational Workforce Planning total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Operational Workforce Planning 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 ADP, UKG, Oracle, Workday, SAP SuccessFactors, Dayforce, WorkForce Software, Blue Yonder, Infor, Zebra Workcloud, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Operational Workforce Planning market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Operational Workforce Planning Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Operational Workforce Planning Market, Segmentation by Type:

Cloud-based

On-premise

#### Global Operational Workforce Planning Market, Segmentation by Optimization Logic:

Rule-driven

Demand Forecast-driven

Others

#### Global Operational Workforce Planning Market, Segmentation by Customer Size:

SMEs

Large Enterprise

#### Global Operational Workforce Planning Market, Segmentation by Application:

Retail Chains

Restaurants and Hotels

Medical Care

Others

**Companies Profiled:**

ADP

UKG

Oracle

Workday

SAP SuccessFactors

Dayforce

WorkForce Software

Blue Yonder

Infor

Zebra Workcloud

Quinyx

ATOSS

Legion

NiCE

Verint

Genesys

Calabrio

Deputy

Planday

Talkdesk

#### Key Questions Answered

1. How big is the global Operational Workforce Planning market?
2. What is the demand of the global Operational Workforce Planning market?
3. What is the year over year growth of the global Operational Workforce Planning market?
4. What is the total value of the global Operational Workforce Planning market?
5. Who are the Major Players in the global Operational Workforce Planning market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Operational Workforce Planning Introduction
- 1.2 World Operational Workforce Planning Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Operational Workforce Planning Total Market by Region (by Headquarter Location)
  - 1.3.1 World Operational Workforce Planning Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Operational Workforce Planning Revenue (2021-2032)
  - 1.3.3 China Based Company Operational Workforce Planning Revenue (2021-2032)
  - 1.3.4 Europe Based Company Operational Workforce Planning Revenue (2021-2032)
  - 1.3.5 Japan Based Company Operational Workforce Planning Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Operational Workforce Planning Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Operational Workforce Planning Revenue (2021-2032)
  - 1.3.8 India Based Company Operational Workforce Planning Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Operational Workforce Planning Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Operational Workforce Planning Consumption Value (2021-2032)
- 2.2 World Operational Workforce Planning Consumption Value by Region
  - 2.2.1 World Operational Workforce Planning Consumption Value by Region (2021-2026)
  - 2.2.2 World Operational Workforce Planning Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Operational Workforce Planning Consumption Value (2021-2032)
- 2.4 China Operational Workforce Planning Consumption Value (2021-2032)
- 2.5 Europe Operational Workforce Planning Consumption Value (2021-2032)
- 2.6 Japan Operational Workforce Planning Consumption Value (2021-2032)
- 2.7 South Korea Operational Workforce Planning Consumption Value (2021-2032)
- 2.8 ASEAN Operational Workforce Planning Consumption Value (2021-2032)

## 2.9 India Operational Workforce Planning Consumption Value (2021-2032)

### **3 WORLD OPERATIONAL WORKFORCE PLANNING COMPANIES COMPETITIVE ANALYSIS**

#### 3.1 World Operational Workforce Planning Revenue by Player (2021-2026)

#### 3.2 Industry Rank and Concentration Rate (CR)

##### 3.2.1 Global Operational Workforce Planning Industry Rank of Major Players

##### 3.2.2 Global Concentration Ratios (CR4) for Operational Workforce Planning in 2025

##### 3.2.3 Global Concentration Ratios (CR8) for Operational Workforce Planning in 2025

#### 3.3 Operational Workforce Planning Company Evaluation Quadrant

#### 3.4 Operational Workforce Planning Market: Overall Company Footprint Analysis

##### 3.4.1 Operational Workforce Planning Market: Region Footprint

##### 3.4.2 Operational Workforce Planning Market: Company Product Type Footprint

##### 3.4.3 Operational Workforce Planning Market: Company Product Application Footprint

#### 3.5 Competitive Environment

##### 3.5.1 Historical Structure of the Industry

##### 3.5.2 Barriers of Market Entry

##### 3.5.3 Factors of Competition

#### 3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

#### 4.1 United States VS China: Operational Workforce Planning Revenue Comparison (by Headquarter Location)

##### 4.1.1 United States VS China: Operational Workforce Planning Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

##### 4.1.2 United States VS China: Operational Workforce Planning Revenue Market Share Comparison (2021 & 2025 & 2032)

#### 4.2 United States Based Companies VS China Based Companies: Operational Workforce Planning Consumption Value Comparison

##### 4.2.1 United States VS China: Operational Workforce Planning Consumption Value Comparison (2021 & 2025 & 2032)

##### 4.2.2 United States VS China: Operational Workforce Planning Consumption Value Market Share Comparison (2021 & 2025 & 2032)

#### 4.3 United States Based Operational Workforce Planning Companies and Market Share, 2021-2026

##### 4.3.1 United States Based Operational Workforce Planning Companies, Headquarters

(States, Country)

4.3.2 United States Based Companies Operational Workforce Planning Revenue, (2021-2026)

4.4 China Based Companies Operational Workforce Planning Revenue and Market Share, 2021-2026

4.4.1 China Based Operational Workforce Planning Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Operational Workforce Planning Revenue, (2021-2026)

4.5 Rest of World Based Operational Workforce Planning Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Operational Workforce Planning Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Operational Workforce Planning Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Operational Workforce Planning Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Cloud-based

5.2.2 On-premise

5.3 Market Segment by Type

5.3.1 World Operational Workforce Planning Market Size by Type (2021-2026)

5.3.2 World Operational Workforce Planning Market Size by Type (2027-2032)

5.3.3 World Operational Workforce Planning Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY OPTIMIZATION LOGIC**

6.1 World Operational Workforce Planning Market Size Overview by Optimization Logic: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Optimization Logic

6.2.1 Rule-driven

6.2.2 Demand Forecast-driven

6.2.3 Others

6.3 Market Segment by Optimization Logic

6.3.1 World Operational Workforce Planning Market Size by Optimization Logic (2021-2026)

6.3.2 World Operational Workforce Planning Market Size by Optimization Logic (2027-2032)

6.3.3 World Operational Workforce Planning Market Size Market Share by Optimization Logic (2027-2032)

## **7 MARKET ANALYSIS BY CUSTOMER SIZE**

7.1 World Operational Workforce Planning Market Size Overview by Customer Size: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Customer Size

7.2.1 SMEs

7.2.2 Large Enterprise

7.3 Market Segment by Customer Size

7.3.1 World Operational Workforce Planning Market Size by Customer Size (2021-2026)

7.3.2 World Operational Workforce Planning Market Size by Customer Size (2027-2032)

7.3.3 World Operational Workforce Planning Market Size Market Share by Customer Size (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World Operational Workforce Planning Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Retail Chains

8.2.2 Restaurants and Hotels

8.2.3 Medical Care

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World Operational Workforce Planning Market Size by Application (2021-2026)

8.3.2 World Operational Workforce Planning Market Size by Application (2027-2032)

8.3.3 World Operational Workforce Planning Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 ADP

9.1.1 ADP Details

- 9.1.2 ADP Major Business
- 9.1.3 ADP Operational Workforce Planning Product and Services
- 9.1.4 ADP Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
- 9.1.5 ADP Recent Developments/Updates
- 9.1.6 ADP Competitive Strengths & Weaknesses
- 9.2 UKG
  - 9.2.1 UKG Details
  - 9.2.2 UKG Major Business
  - 9.2.3 UKG Operational Workforce Planning Product and Services
  - 9.2.4 UKG Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.2.5 UKG Recent Developments/Updates
  - 9.2.6 UKG Competitive Strengths & Weaknesses
- 9.3 Oracle
  - 9.3.1 Oracle Details
  - 9.3.2 Oracle Major Business
  - 9.3.3 Oracle Operational Workforce Planning Product and Services
  - 9.3.4 Oracle Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.3.5 Oracle Recent Developments/Updates
  - 9.3.6 Oracle Competitive Strengths & Weaknesses
- 9.4 Workday
  - 9.4.1 Workday Details
  - 9.4.2 Workday Major Business
  - 9.4.3 Workday Operational Workforce Planning Product and Services
  - 9.4.4 Workday Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.4.5 Workday Recent Developments/Updates
  - 9.4.6 Workday Competitive Strengths & Weaknesses
- 9.5 SAP SuccessFactors
  - 9.5.1 SAP SuccessFactors Details
  - 9.5.2 SAP SuccessFactors Major Business
  - 9.5.3 SAP SuccessFactors Operational Workforce Planning Product and Services
  - 9.5.4 SAP SuccessFactors Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.5.5 SAP SuccessFactors Recent Developments/Updates
  - 9.5.6 SAP SuccessFactors Competitive Strengths & Weaknesses
- 9.6 Dayforce

- 9.6.1 Dayforce Details
- 9.6.2 Dayforce Major Business
- 9.6.3 Dayforce Operational Workforce Planning Product and Services
- 9.6.4 Dayforce Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
- 9.6.5 Dayforce Recent Developments/Updates
- 9.6.6 Dayforce Competitive Strengths & Weaknesses
- 9.7 WorkForce Software
  - 9.7.1 WorkForce Software Details
  - 9.7.2 WorkForce Software Major Business
  - 9.7.3 WorkForce Software Operational Workforce Planning Product and Services
  - 9.7.4 WorkForce Software Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.7.5 WorkForce Software Recent Developments/Updates
  - 9.7.6 WorkForce Software Competitive Strengths & Weaknesses
- 9.8 Blue Yonder
  - 9.8.1 Blue Yonder Details
  - 9.8.2 Blue Yonder Major Business
  - 9.8.3 Blue Yonder Operational Workforce Planning Product and Services
  - 9.8.4 Blue Yonder Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Blue Yonder Recent Developments/Updates
  - 9.8.6 Blue Yonder Competitive Strengths & Weaknesses
- 9.9 Infor
  - 9.9.1 Infor Details
  - 9.9.2 Infor Major Business
  - 9.9.3 Infor Operational Workforce Planning Product and Services
  - 9.9.4 Infor Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.9.5 Infor Recent Developments/Updates
  - 9.9.6 Infor Competitive Strengths & Weaknesses
- 9.10 Zebra Workcloud
  - 9.10.1 Zebra Workcloud Details
  - 9.10.2 Zebra Workcloud Major Business
  - 9.10.3 Zebra Workcloud Operational Workforce Planning Product and Services
  - 9.10.4 Zebra Workcloud Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Zebra Workcloud Recent Developments/Updates
  - 9.10.6 Zebra Workcloud Competitive Strengths & Weaknesses

## 9.11 Quinyx

9.11.1 Quinyx Details

9.11.2 Quinyx Major Business

9.11.3 Quinyx Operational Workforce Planning Product and Services

9.11.4 Quinyx Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)

9.11.5 Quinyx Recent Developments/Updates

9.11.6 Quinyx Competitive Strengths & Weaknesses

## 9.12 ATOSS

9.12.1 ATOSS Details

9.12.2 ATOSS Major Business

9.12.3 ATOSS Operational Workforce Planning Product and Services

9.12.4 ATOSS Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 ATOSS Recent Developments/Updates

9.12.6 ATOSS Competitive Strengths & Weaknesses

## 9.13 Legion

9.13.1 Legion Details

9.13.2 Legion Major Business

9.13.3 Legion Operational Workforce Planning Product and Services

9.13.4 Legion Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 Legion Recent Developments/Updates

9.13.6 Legion Competitive Strengths & Weaknesses

## 9.14 NiCE

9.14.1 NiCE Details

9.14.2 NiCE Major Business

9.14.3 NiCE Operational Workforce Planning Product and Services

9.14.4 NiCE Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 NiCE Recent Developments/Updates

9.14.6 NiCE Competitive Strengths & Weaknesses

## 9.15 Verint

9.15.1 Verint Details

9.15.2 Verint Major Business

9.15.3 Verint Operational Workforce Planning Product and Services

9.15.4 Verint Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Verint Recent Developments/Updates

- 9.15.6 Verint Competitive Strengths & Weaknesses
- 9.16 Genesys
  - 9.16.1 Genesys Details
  - 9.16.2 Genesys Major Business
  - 9.16.3 Genesys Operational Workforce Planning Product and Services
  - 9.16.4 Genesys Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.16.5 Genesys Recent Developments/Updates
  - 9.16.6 Genesys Competitive Strengths & Weaknesses
- 9.17 Calabrio
  - 9.17.1 Calabrio Details
  - 9.17.2 Calabrio Major Business
  - 9.17.3 Calabrio Operational Workforce Planning Product and Services
  - 9.17.4 Calabrio Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.17.5 Calabrio Recent Developments/Updates
  - 9.17.6 Calabrio Competitive Strengths & Weaknesses
- 9.18 Deputy
  - 9.18.1 Deputy Details
  - 9.18.2 Deputy Major Business
  - 9.18.3 Deputy Operational Workforce Planning Product and Services
  - 9.18.4 Deputy Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.18.5 Deputy Recent Developments/Updates
  - 9.18.6 Deputy Competitive Strengths & Weaknesses
- 9.19 Planday
  - 9.19.1 Planday Details
  - 9.19.2 Planday Major Business
  - 9.19.3 Planday Operational Workforce Planning Product and Services
  - 9.19.4 Planday Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)
  - 9.19.5 Planday Recent Developments/Updates
  - 9.19.6 Planday Competitive Strengths & Weaknesses
- 9.20 Talkdesk
  - 9.20.1 Talkdesk Details
  - 9.20.2 Talkdesk Major Business
  - 9.20.3 Talkdesk Operational Workforce Planning Product and Services
  - 9.20.4 Talkdesk Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026)

9.20.5 Talkdesk Recent Developments/Updates

9.20.6 Talkdesk Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

10.1 Operational Workforce Planning Industry Chain

10.2 Operational Workforce Planning Upstream Analysis

10.3 Operational Workforce Planning Midstream Analysis

10.4 Operational Workforce Planning Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Operational Workforce Planning Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Operational Workforce Planning Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Operational Workforce Planning Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Operational Workforce Planning Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Operational Workforce Planning Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Operational Workforce Planning Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Operational Workforce Planning Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Operational Workforce Planning Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Operational Workforce Planning Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Operational Workforce Planning Players in 2025
- Table 12. World Operational Workforce Planning Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Operational Workforce Planning Company Evaluation Quadrant
- Table 14. Head Office of Key Operational Workforce Planning Players
- Table 15. Operational Workforce Planning Market: Company Product Type Footprint
- Table 16. Operational Workforce Planning Market: Company Product Application Footprint
- Table 17. Operational Workforce Planning Mergers & Acquisitions Activity
- Table 18. United States VS China Operational Workforce Planning Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Operational Workforce Planning Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Operational Workforce Planning Companies, Headquarters (States, Country)

Table 21. United States Based Companies Operational Workforce Planning Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Operational Workforce Planning Revenue Market Share (2021-2026)

Table 23. China Based Operational Workforce Planning Companies, Headquarters (Province, Country)

Table 24. China Based Companies Operational Workforce Planning Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Operational Workforce Planning Revenue Market Share (2021-2026)

Table 26. Rest of World Based Operational Workforce Planning Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Operational Workforce Planning Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Operational Workforce Planning Revenue Market Share (2021-2026)

Table 29. World Operational Workforce Planning Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Operational Workforce Planning Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Operational Workforce Planning Market Size by Type (2027-2032) & (USD Million)

Table 32. World Operational Workforce Planning Market Size by Optimization Logic, (USD Million), 2021 & 2025 & 2032

Table 33. World Operational Workforce Planning Market Size Value by Optimization Logic (2021-2026) & (USD Million)

Table 34. World Operational Workforce Planning Market Size by Optimization Logic (2027-2032) & (USD Million)

Table 35. World Operational Workforce Planning Market Size by Customer Size, (USD Million), 2021 & 2025 & 2032

Table 36. World Operational Workforce Planning Market Size Value by Customer Size (2021-2026) & (USD Million)

Table 37. World Operational Workforce Planning Market Size by Customer Size (2027-2032) & (USD Million)

Table 38. World Operational Workforce Planning Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Operational Workforce Planning Market Size by Application (2021-2026) & (USD Million)

Table 40. World Operational Workforce Planning Market Size by Application

(2027-2032) & (USD Million)

Table 41. ADP Basic Information, Manufacturing Base and Competitors

Table 42. ADP Major Business

Table 43. ADP Operational Workforce Planning Product and Services

Table 44. ADP Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. ADP Recent Developments/Updates

Table 46. ADP Competitive Strengths & Weaknesses

Table 47. UKG Basic Information, Manufacturing Base and Competitors

Table 48. UKG Major Business

Table 49. UKG Operational Workforce Planning Product and Services

Table 50. UKG Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. UKG Recent Developments/Updates

Table 52. UKG Competitive Strengths & Weaknesses

Table 53. Oracle Basic Information, Manufacturing Base and Competitors

Table 54. Oracle Major Business

Table 55. Oracle Operational Workforce Planning Product and Services

Table 56. Oracle Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Oracle Recent Developments/Updates

Table 58. Oracle Competitive Strengths & Weaknesses

Table 59. Workday Basic Information, Manufacturing Base and Competitors

Table 60. Workday Major Business

Table 61. Workday Operational Workforce Planning Product and Services

Table 62. Workday Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Workday Recent Developments/Updates

Table 64. Workday Competitive Strengths & Weaknesses

Table 65. SAP SuccessFactors Basic Information, Manufacturing Base and Competitors

Table 66. SAP SuccessFactors Major Business

Table 67. SAP SuccessFactors Operational Workforce Planning Product and Services

Table 68. SAP SuccessFactors Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. SAP SuccessFactors Recent Developments/Updates

Table 70. SAP SuccessFactors Competitive Strengths & Weaknesses

Table 71. Dayforce Basic Information, Manufacturing Base and Competitors

Table 72. Dayforce Major Business

Table 73. Dayforce Operational Workforce Planning Product and Services

Table 74. Dayforce Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Dayforce Recent Developments/Updates

Table 76. Dayforce Competitive Strengths & Weaknesses

Table 77. WorkForce Software Basic Information, Manufacturing Base and Competitors

Table 78. WorkForce Software Major Business

Table 79. WorkForce Software Operational Workforce Planning Product and Services

Table 80. WorkForce Software Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. WorkForce Software Recent Developments/Updates

Table 82. WorkForce Software Competitive Strengths & Weaknesses

Table 83. Blue Yonder Basic Information, Manufacturing Base and Competitors

Table 84. Blue Yonder Major Business

Table 85. Blue Yonder Operational Workforce Planning Product and Services

Table 86. Blue Yonder Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Blue Yonder Recent Developments/Updates

Table 88. Blue Yonder Competitive Strengths & Weaknesses

Table 89. Infor Basic Information, Manufacturing Base and Competitors

Table 90. Infor Major Business

Table 91. Infor Operational Workforce Planning Product and Services

Table 92. Infor Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Infor Recent Developments/Updates

Table 94. Infor Competitive Strengths & Weaknesses

Table 95. Zebra Workcloud Basic Information, Manufacturing Base and Competitors

Table 96. Zebra Workcloud Major Business

Table 97. Zebra Workcloud Operational Workforce Planning Product and Services

Table 98. Zebra Workcloud Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Zebra Workcloud Recent Developments/Updates

Table 100. Zebra Workcloud Competitive Strengths & Weaknesses

Table 101. Quinyx Basic Information, Manufacturing Base and Competitors

Table 102. Quinyx Major Business

Table 103. Quinyx Operational Workforce Planning Product and Services

Table 104. Quinyx Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Quinyx Recent Developments/Updates

Table 106. Quinyx Competitive Strengths & Weaknesses

- Table 107. ATOSS Basic Information, Manufacturing Base and Competitors
- Table 108. ATOSS Major Business
- Table 109. ATOSS Operational Workforce Planning Product and Services
- Table 110. ATOSS Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. ATOSS Recent Developments/Updates
- Table 112. ATOSS Competitive Strengths & Weaknesses
- Table 113. Legion Basic Information, Manufacturing Base and Competitors
- Table 114. Legion Major Business
- Table 115. Legion Operational Workforce Planning Product and Services
- Table 116. Legion Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Legion Recent Developments/Updates
- Table 118. Legion Competitive Strengths & Weaknesses
- Table 119. NiCE Basic Information, Manufacturing Base and Competitors
- Table 120. NiCE Major Business
- Table 121. NiCE Operational Workforce Planning Product and Services
- Table 122. NiCE Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. NiCE Recent Developments/Updates
- Table 124. NiCE Competitive Strengths & Weaknesses
- Table 125. Verint Basic Information, Manufacturing Base and Competitors
- Table 126. Verint Major Business
- Table 127. Verint Operational Workforce Planning Product and Services
- Table 128. Verint Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. Verint Recent Developments/Updates
- Table 130. Verint Competitive Strengths & Weaknesses
- Table 131. Genesys Basic Information, Manufacturing Base and Competitors
- Table 132. Genesys Major Business
- Table 133. Genesys Operational Workforce Planning Product and Services
- Table 134. Genesys Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. Genesys Recent Developments/Updates
- Table 136. Genesys Competitive Strengths & Weaknesses
- Table 137. Calabrio Basic Information, Manufacturing Base and Competitors
- Table 138. Calabrio Major Business
- Table 139. Calabrio Operational Workforce Planning Product and Services
- Table 140. Calabrio Operational Workforce Planning Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 141. Calabrio Recent Developments/Updates

Table 142. Calabrio Competitive Strengths & Weaknesses

Table 143. Deputy Basic Information, Manufacturing Base and Competitors

Table 144. Deputy Major Business

Table 145. Deputy Operational Workforce Planning Product and Services

Table 146. Deputy Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 147. Deputy Recent Developments/Updates

Table 148. Deputy Competitive Strengths & Weaknesses

Table 149. Planday Basic Information, Manufacturing Base and Competitors

Table 150. Planday Major Business

Table 151. Planday Operational Workforce Planning Product and Services

Table 152. Planday Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 153. Planday Recent Developments/Updates

Table 154. Planday Competitive Strengths & Weaknesses

Table 155. Talkdesk Basic Information, Manufacturing Base and Competitors

Table 156. Talkdesk Major Business

Table 157. Talkdesk Operational Workforce Planning Product and Services

Table 158. Talkdesk Operational Workforce Planning Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 159. Talkdesk Recent Developments/Updates

Table 160. Talkdesk Competitive Strengths & Weaknesses

Table 161. Global Key Players of Operational Workforce Planning Upstream (Raw Materials)

Table 162. Global Operational Workforce Planning Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Operational Workforce Planning Picture

Figure 2. World Operational Workforce Planning Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Operational Workforce Planning Total Revenue (2021-2032) & (USD Million)

Figure 4. World Operational Workforce Planning Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Operational Workforce Planning Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Operational Workforce Planning Revenue (2021-2032) & (USD Million)

Figure 13. Operational Workforce Planning Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 16. World Operational Workforce Planning Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 18. China Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 23. India Operational Workforce Planning Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Operational Workforce Planning by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Operational Workforce Planning Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Operational Workforce Planning Markets in 2025

Figure 27. United States VS China: Operational Workforce Planning Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Operational Workforce Planning Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Operational Workforce Planning Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Operational Workforce Planning Market Size Market Share by Type in 2025

Figure 31. Cloud-based

Figure 32. On-premise

Figure 33. World Operational Workforce Planning Market Size Market Share by Type (2021-2032)

Figure 34. World Operational Workforce Planning Market Size by Optimization Logic, (USD Million), 2021 & 2025 & 2032

Figure 35. World Operational Workforce Planning Market Size Market Share by Optimization Logic in 2025

Figure 36. Rule-driven

Figure 37. Demand Forecast-driven

Figure 38. Others

Figure 39. World Operational Workforce Planning Market Size Market Share by Optimization Logic (2021-2032)

Figure 40. World Operational Workforce Planning Market Size by Customer Size, (USD Million), 2021 & 2025 & 2032

Figure 41. World Operational Workforce Planning Market Size Market Share by Customer Size in 2025

Figure 42. SMEs

Figure 43. Large Enterprise

Figure 44. World Operational Workforce Planning Market Size Market Share by Customer Size (2021-2032)

Figure 45. World Operational Workforce Planning Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 46. World Operational Workforce Planning Market Size Market Share by Application in 2025

Figure 47. Retail Chains

Figure 48. Restaurants and Hotels

Figure 49. Medical Care

Figure 50. Others

Figure 51. World Operational Workforce Planning Market Size Market Share by Application (2021-2032)

Figure 52. Operational Workforce Planning Industrial Chain

Figure 53. Methodology

Figure 54. Research Process and Data Source

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