

BPO Business Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global BPO business analytics market size reached US\$ 22.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 72.0 Billion by 2028, exhibiting a growth rate (CAGR) of 21.5% during 2023-2028.

Business analytics refers to a data management solution that enables organizations to comprehend potential customers, make strategic decisions, optimize operational costs, and improve business proficiency and competitiveness. The widespread adoption of advanced technological solutions, such as the internet of things (IoT), machine learning and artificial intelligence (AI), in business processes, has increased the utilization of business analytics to manage large volume and complexity of data sets. Nowadays, organizations are subcontracting their analytics functions to business process outsourcing (BPO) companies or third-party service providers as it helps them to minimize cost on hiring in-house staff and focus on their core business operations.

The rising adoption of business analytics in various industry verticals represents one of the key factors spurring the global BPO business analytics market growth. Apart from this, the increasing utilization of business analytics across small and medium-sized enterprises (SMEs), coupled with the escalating number of business start-ups, is bolstering the market growth. Furthermore, the growing traction of cloud-based BPO services on account of their reliability, scalability and agility is also contributing to the growth of the market. Moreover, due to the sudden spread of the coronavirus disease (COVID-19), there is a rise in the demand for business analytics in the healthcare industry for efficiently managing the huge volume of hospital data, such as the record of

patients and availability of beds. In addition to this, several BPO service providers are adopting different strategies to offer their services online, which is creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global BPO business analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on offering, deployment type, application and vertical.

Breakup by Offering:

- Software
- Services

Breakup by Deployment Type:

- Cloud-based
- On-premises

Breakup by Application:

- Finance & Accounting
- Human Resources
- Knowledge Process Outsourcing
- Procurement & Supply Chain
- Customer Services
- Others

Breakup by Vertical:

- BFSI
- IT and Telecommunication
- Healthcare
- Manufacturing

Retail
Transportation and Logistics
Others

Breakup by Region:

North America

United States
Canada

Asia Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others

Europe

Germany
France
United Kingdom
Italy
Spain
Russia
Others

Latin America

Brazil
Mexico
Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Accenture PLC, Capgemini SE, Cognizant Technology Solutions, Exlservice Holdings Inc., Genpact Limited, International Business Machines Corporation, Infosys Limited, Mu Sigma Inc., NTT DATA Corporation (Nippon Telegraph and Telephone), TATA Consultancy Services Limited (Tata Sons Private Limited), Tech Mahindra Limited (Mahindra Group), Wipro Limited and WNS Global Services.

Key Questions Answered in This Report:

How has the global BPO business analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global BPO business analytics market?

What are the key regional markets?

What is the breakup of the market based on the offering?

What is the breakup of the market based on the deployment type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global BPO business analytics market and who are the key players?

What is the degree of competition in the industry?

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