

# **BPO Business Analytics Market Report by Offering (Software, Services), Deployment Type (Cloud-based, On-premises), Application (Finance & Accounting, Human Resources, Knowledge Process Outsourcing, Procurement & Supply Chain, Customer Services, and Others), Vertical (BFSI, IT and Telecommunication, Healthcare, Manufacturing, Retail, Transportation and Logistics, and Others), and Region 2024-2032**

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## **Abstracts**

The global BPO business analytics market size reached US\$ 27.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 135.7 Billion by 2032, exhibiting a growth rate (CAGR) of 18.8% during 2024-2032.

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 2024-2032. 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

1. How big is the global BPO business analytics market?
2. What is the expected growth rate of the global BPO business analytics market during 2024-2032?
3. What are the key factors driving the global BPO business analytics market?
4. What has been the impact of COVID-19 on the global BPO business analytics market?
5. What is the breakup of the global BPO business analytics market based on the offering?
6. What is the breakup of the global BPO business analytics market based on the deployment type?
7. What is the breakup of the global BPO business analytics market based on the application?
8. What is the breakup of the global BPO business analytics market based on the vertical?
9. What are the key regions in the global BPO business analytics market?
10. Who are the key players/companies in the global BPO business analytics market?

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