

Global HR Analytics Market (2019-2025)

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Abstracts

The Global HR Analytics Market size is expected to reach \$3.9 billion by 2025, rising at a market growth of 13.6% CAGR during the forecast period.

An important role of HR analytics is to provide access to critical data and insights about the workforce which can be then analyzed for making better decisions. Not only does it improve the HR performance but also provides a better understanding of what motivates employees to work productively, and how does the organizational culture affect employee performance. Running machine learning algorithms on a jobseeker's data helps companies to catch the best matching talent for a vacant position, thereby improving the quality of recruitment. Similarly, using employee data, recruiters can recognize a pattern of high performing employees and accordingly modify their employee hiring and retention strategy. HR analytics helps identify the departments suffering from the maximum attrition and the reasons causing it. It can also help HR in identifying the activities which have the maximum impact on employee engagement and thus allow organizations to invest in such activities.

Based on Component, the market is segmented into Solution and Services. Services are further categorized into Integration & Deployment, Advisory & Consulting and Support & Maintenance. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Sized Enterprises. An increasing need to analyze employee data for achieving organizational goals is expected to drive HR analytics adoption among large enterprises. Furthermore, there is a growing focus on improving operational efficiency and profit, which is expected to boost the growth of the market in small and medium-sized enterprises segment. The SMEs segment is expected to grow at a higher CAGR in the HR analytics market during the forecast period. More than larger enterprises, the SMEs face a greater resource crunch and require better methods to solve the complexities for cost optimization on their assets and requirements.

Based on Deployment Mode, the market is segmented into On-premise and Cloud. Based on Application, the market is segmented into Workforce Management, Retention, Recruitment, Payroll, Employee Engagement, Others. Based on End User, the market is segmented into BFSI, Healthcare & Life Sciences, Manufacturing, Education & Legal, Telecom & IT, Consumer Goods & Retail and Others. The regions covered in the report are North America, Europe, Asia Pacific and LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Oracle Corporation, SAP SE, Infor, Inc., The Sage Group Plc., IBM Corporation, Microstrategy Incorporated, ZOHO Corporation Pvt. Ltd., Sisense, Inc., Visier, Inc. and Workday, Inc.

Scope of the Study

Market Segmentation:

By Component

- Solution

- Services

 - Integration & Deployment

 - Advisory & Consulting

 - Support & Maintenance

By Application

- Workforce Management

- Retention

- Recruitment

- Payroll

Employee Engagement

Others

By Organization Size

Large Enterprises

Small & Medium Sized Enterprises

By Deployment Mode

On-premise

Cloud

By End User

BFSI

Healthcare & Life Sciences

Manufacturing

Education & Legal

Telecom & IT

Consumer Goods & Retail

Others

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Oracle Corporation

SAP SE

Infor, Inc.

The Sage Group Plc.

IBM Corporation

Microstrategy Incorporated

ZOHO Corporation Pvt. Ltd.

Sisense, Inc.

Visier, Inc.

Workday, Inc.

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