

# **Applicant Tracking System Market with COVID-19 Impact Analysis, by Component (Software and Services), Deployment Mode (On-Premises, Cloud), Organization Size (SMEs, Large Enterprises), Vertical and Region - Global Forecast to 2026**

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## **Abstracts**

The global ATS Market size is expected to grow at a Compound Annual Growth Rate (CAGR) of 6.7% during the forecast period, to reach USD 3.2 billion by 2026 from USD 2.3 billion in 2021. Key factors that are expected to drive the growth of the market are the improved candidate experience through a streamlined process, need for automation in the recruitment process, and enhance reporting and compliance.

### **The COVID-19 Impact on the global ATS Market**

The impact of the COVID-19 pandemic on the market is covered throughout the report. The pandemic has had a positive impact on the applicant tracking system market. The recent economic slowdown with the impact of COVID-19 emphasizes the need for alternate business systems. It has become important for businesses to embrace cloud computing and migrate to cloud applicant tracking system solutions. The impact of the COVID-19 pandemic on the market is covered throughout the report. The pandemic has had a positive impact on the applicant tracking system market. Corporates are increasingly adopting technology-aided recruitment tools that can be leveraged remotely and can ensure hiring as well as business continuity amid disruptions. ATS has increasingly gained market traction amid the ongoing COVID-19 pandemic to cater to virtual recruitment with the growing adoption of remote working models. The COVID-19 pandemic has created an enormous challenge for businesses globally in continuing operations despite the massive shutdown of offices and other facilities. The increasing

use of technologies, especially in the pandemic situation, to stay connected and efficiently operate businesses is expected to drive the market during the COVID-19.

Services segment to grow at a higher CAGR during the forecast period

Based on the component, the market is segmented into two categories: software, and services. The services segment is expected to grow at a higher CAGR during the forecast period. Services, including consulting, integration and implementation, training and education, and support and maintenance, are required at various stages, starting from the pre-sales requirement assessment to post-sales product deployment and execution, thus enabling the client to get maximum RoI. Services constitute an integral part in deploying the solution on-board, imparting training, and handling and maintaining the software solution. Companies offering these services encompass consultants, solution experts, and dedicated project management teams that specialize in the design and delivery of critical decision support software, tools, and services.

Cloud deployment mode segment to grow at a higher CAGR during the forecast period.

The ATS market is segmented by deployment type into on-premises and cloud segment. The cloud deployment mode is expected to grow at a higher CAGR during the forecast period. ATS solutions are migrating to the cloud from the on-premises deployment model as the former offers benefits such as reduced operational costs, making the technology accessible to the organizations and departments that lack capital and good infrastructure to support the on-premises deployment model. ATS software can be deployed as a cloud-based model, allowing multiple users to access information through the internet. Cloud services require no upfront cost or pay according to the user requirement. The cloud deployment model offers various benefits to organizations, such as quick deployment, scalability, and anywhere access. Data security is a major concern while adopting cloud services. Thus, organizations are moving toward private and hybrid cloud solutions.

Consumer goods and retail vertical to grow at a higher CAGR during the forecast period.

The consumer goods and retail industry vertical is expected to grow at the highest CAGR during the forecast period. The retail and consumer goods vertical is evolving and expected to grow rapidly in technological changes, customer needs, and employment. Tasks such as forecasting, budgeting, customer satisfaction, on-time task execution, and store labor schedules are the major challenges faced by the companies

in this vertical. Moreover, retailers need to gain complete visibility and control over the recruitment of a diversified, mixed workforce that comprises in-store employees, drivers, and field service providers, who are difficult to attract by the manual Middle East and Africans. Due to such complexities, the retail and consumer goods vertical needs to select and hire the right employees.

APAC to grow at a higher CAGR during the forecast period.

The APAC market is gaining huge traction among global businesses. Moreover, the business relationship of APAC countries has increased drastically with the US in the past decade. This has led to the increased adoption of ATS software and services in the APAC region. Due to the region's high population, there are many applications for every job post, which has become a major challenge for recruiters in the APAC region. To overcome this challenge, APAC enterprises are being made aware of the benefits offered by ATS since the region includes countries such as Singapore, India, Sri Lanka, Malaysia, and Hong Kong, which focuses more on such parameters. Moreover, the advanced benefits of automation and analytic metrics are a few other factors compelling APAC companies to adopt ATS.

The break-up of the profiles of primary participants in the global Applicant tracking system Market is as follows:

By Company: Tier 1–16%, Tier 2–43%, and Tier 3–41%

By Designation: C-Level Executives–28%, Director Level–46%, and Others–26%

By Region: North America–44%, Europe–30%, APAC–12%, and RoW-14%

The Applicant tracking system Market comprises major providers, such as Check Point Software Technologies (Israel), Fortinet (US), Broadcom (US), OPSWAT (US), Peraton (US), Deep Secure (UK), Votiro (US), Resec Technologies (Israel), odix (Israel), Glasswall Solutions (England), Sasa Software (Israel) JiranSecurity (South Korea), YazamTech (Israel), Solebit (Mimecast), CybACE Solutions (India), SoftCamp (South Korea), and Gatefy (US). The study includes an in-depth competitive analysis of key players in the Applicant tracking system Market with their company profiles, recent developments, COVID-19 developments, and key market strategies.

## Research Coverage

The report segments the global applicant tracking system Market by component into two categories: software and services. By deployment mode, on-premises and cloud. By organization size, the market is segmented into two categories: SMEs and large enterprises. By vertical, the applicant tracking system market has been classified into BFSI, government, manufacturing, telecom and IT, consumer goods and retail, healthcare and lifesciences, energy and utilities, transportation and logistics, and others. By region, the market has been segmented into North America, Europe, APAC, MEA, and Latin America.

#### Key benefits of the report

The report would help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall applicant tracking system market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report would help stakeholders understand the pulse of the market and provide them with information on the key market drivers, restraints, challenges, opportunities, and COVID-19 impact.

## Contents

### 1 INTRODUCTION

1.1 INTRODUCTION TO COVID-19

1.2 COVID-19 HEALTH ASSESSMENT

FIGURE 1 COVID-19: GLOBAL PROPAGATION

FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

1.3 COVID-19 ECONOMIC ASSESSMENT

FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR  
SELECT G20 COUNTRIES IN 2020

1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 4 CRITERIA IMPACTING GLOBAL ECONOMY

FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF GLOBAL ECONOMY

1.4 OBJECTIVES OF THE STUDY

1.5 MARKET DEFINITION

1.5.1 INCLUSIONS AND EXCLUSIONS

1.6 MARKET SCOPE

1.6.1 MARKET SEGMENTATION

1.6.2 REGIONS COVERED

1.7 YEARS CONSIDERED FOR THE STUDY

1.8 CURRENCY CONSIDERED

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2018–2020

1.9 STAKEHOLDERS

1.10 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 6 APPLICANT TRACKING SYSTEM MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

2.1.2.1 Breakup of primary profiles

FIGURE 7 BREAKUP OF PRIMARY INTERVIEWS: BY COMPANY TYPE,  
DESIGNATION, AND REGION

2.1.2.2 Key industry insights

2.2 MARKET BREAKUP AND DATA TRIANGULATION

FIGURE 8 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 9 APPLICANT TRACKING SYSTEM MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH (SUPPLY SIDE): REVENUE OF ATS MARKET FROM VENDORS

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY- APPROACH 2(SUPPLY-SIDE)- APPLICANT TRACKING SYSTEM MARKET

FIGURE 12 MARKET SIZE ESTIMATION METHODOLOGY – DEMAND SIDE ANALYSIS: APPLICANT TRACKING SYSTEM MARKET

FIGURE 13 MARKET SIZE ESTIMATION METHODOLOGY – (SUPPLY SIDE): ILLUSTRATION OF VENDOR REVENUE ESTIMATION

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 COMPANY EVALUATION MATRIX METHODOLOGY

FIGURE 14 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.6 STARTUP/SME EVALUATION MATRIX METHODOLOGY

FIGURE 15 STARTUP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.7 ASSUMPTIONS FOR THE STUDY

2.8 LIMITATIONS OF THE STUDY

### **3 EXECUTIVE SUMMARY**

FIGURE 16 APPLICANT TRACKING SYSTEM MARKET: GLOBAL SNAPSHOT, 2019-2026

FIGURE 17 TOP-GROWING SEGMENTS IN THE APPLICANT TRACKING SYSTEM MARKET

FIGURE 18 SOFTWARE SEGMENT IS EXPECTED TO ACCOUNT FOR A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 19 TRAINING, SUPPORT, AND MAINTENANCE SERVICES TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 20 CLOUD DEPLOYMENT MODE TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 21 SMALL AND MEDIUM-SIZED ENTERPRISES TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 22 CONSUMER GOODS AND RETAIL VERTICAL IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 23 NORTH AMERICA TO ACCOUNT FOR THE HIGHEST MARKET SHARE DURING THE FORECAST PERIOD

### **4 PREMIUM INSIGHTS**

#### 4.1 BRIEF OVERVIEW OF THE APPLICANT TRACKING SYSTEM MARKET

FIGURE 24 INCREASING DEMAND FOR AUTOMATION IN RECRUITMENT IS DRIVING THE GROWTH OF THE MARKET

#### 4.2 APPLICANT TRACKING SYSTEM MARKET, BY COMPONENT, 2021 VS. 2026

FIGURE 25 SOFTWARE SEGMENT TO ACCOUNT FOR A HIGHER MARKET SHARE BY 2026

#### 4.3 APPLICANT TRACKING SYSTEM MARKET, BY DEPLOYMENT MODE, 2021 VS. 2026

FIGURE 26 ON-PREMISES SEGMENT TO ACCOUNT FOR A HIGHER MARKET SHARE BY 2026

#### 4.4 APPLICANT TRACKING SYSTEM MARKET, BY ORGANIZATION SIZE, 2021 VS. 2026

FIGURE 27 LARGE ENTERPRISES SEGMENT TO ACCOUNT FOR A HIGHER MARKET SHARE BY 2026

#### 4.5 APPLICANT TRACKING SYSTEM MARKET, BY VERTICAL, 2021 VS. 2026

FIGURE 28 BANKING, FINANCIAL SERVICES AND INSURANCE VERTICAL TO ACCOUNT FOR A HIGHER MARKET SHARE BY 2026

#### 4.6 APPLICANT TRACKING SYSTEM MARKET- INVESTMENT SCENARIO

FIGURE 29 ASIA PACIFIC TO EMERGE AS THE BEST MARKET FOR INVESTMENT IN NEXT FIVE YEARS

## 5 MARKET OVERVIEW AND INDUSTRY TRENDS

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

FIGURE 30 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

#### 5.2.1 DRIVERS

5.2.1.1 Improved candidate experiences through a streamlined process

5.2.1.2 Need for automation in the recruitment process

5.2.1.3 Enhance reporting and compliance

#### 5.2.2 RESTRAINTS

5.2.2.1 Lack of relevant expertise and knowledge

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Increase in demand for cloud-based recruitment solutions among enterprises

FIGURE 31 CLOUD SPENDING AMONG ENTERPRISES, 2020-2021

5.2.3.2 Increasing penetration of social media and internet

5.2.3.3 Emergence of data analytics in recruitment

## 5.2.4 CHALLENGES

5.2.4.1 Implementing ATS solutions in existing infrastructure

## 5.3 AI BASED CASE STUDY ANALYSIS

5.3.1 CASE STUDY 1: REDUCED HIRING TIME

5.3.2 CASE STUDY 2: A COLLABORATIVE RECRUITMENT PROCESS

5.3.3 CASE STUDY: 3 INCREASED PRODUCTIVITY LEVELS

5.3.4 CASE STUDY: 4 AUTOMATED AND STREAMLINED RECRUITING PROCESS

5.3.5 CASE STUDY: 5 IMPROVED CANDIDATE EXPERIENCE

5.3.6 CASE STUDY: 6 STREAMLINING RECRUITMENT

5.3.7 CASE STUDY: 7 STREAMLINING RECRUITMENT

5.3.8 CASE STUDY: 8 FILLING CRITICAL EMPLOYEE ROLES

## 5.4 ECOSYSTEM

FIGURE 32 APPLICANT TRACKING SYSTEM MARKET: ECOSYSTEM

## 5.5 SUPPLY CHAIN ANALYSIS

FIGURE 33 APPLICANT TRACKING SYSTEM MARKET: SUPPLY CHAIN

## 5.6 PRICING ANALYSIS

TABLE 3 JAZZHR: PRICING ANALYSIS OF VENDORS IN APPLICANT TRACKING SYSTEM MARKET

TABLE 4 BREEZYHR: PRICING ANALYSIS OF VENDORS IN APPLICANT TRACKING SYSTEM MARKET

## 5.7 PATENT ANALYSIS

FIGURE 34 NUMBER OF PATENTS DOCUMENTS PUBLISHED OVER LAST 10 YEARS

FIGURE 35 TOP FIVE PATENT OWNERS(GLOBAL)

TABLE 5 TOP TEN PATENT OWNERS

TABLE 6 PATENTS GRANTED TO VENDORS IN THE APPLICANT TRACKING SYSTEM MARKET

## 5.8 TECHNOLOGICAL ANALYSIS

5.8.1 ARTIFICIAL INTELLIGENCE

5.8.2 CLOUD COMPUTING

5.8.3 DATA ANALYTICS

## 5.9 COVID-19 DRIVEN MARKET DYNAMICS

5.9.1 DRIVERS AND OPPORTUNITIES

5.9.2 RESTRAINTS AND CHALLENGES

## 5.10 PORTERS FIVE FORCES ANALYSIS

FIGURE 36 APPLICANT TRACKING SYSTEM MARKET: PORTER'S FIVE FORCES ANALYSIS

TABLE 7 APPLICANT TRACKING SYSTEM MARKET: PORTER'S FIVE FORCES ANALYSIS



- 5.10.1 THREAT OF NEW ENTRANTS
- 5.10.2 THREAT OF SUBSTITUTES
- 5.10.3 BARGAINING POWER OF SUPPLIERS
- 5.10.4 BARGAINING POWER OF BUYERS
- 5.10.5 INTENSITY OF COMPETITIVE RIVALRY
- 5.11 REGULATIONS
  - 5.11.1 NORTH AMERICA
  - 5.11.2 EUROPE
  - 5.11.3 ASIA PACIFIC
  - 5.11.4 MIDDLE EAST AND SOUTH AFRICA
  - 5.11.5 LATIN AMERICA

## **6 APPLICANT TRACKING SYSTEM MARKET, BY COMPONENT**

### 6.1 INTRODUCTION

FIGURE 37 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 8 APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 9 APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 10 COMPONENT: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 11 COMPONENT: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.1.1 COMPONENT: APPLICANT TRACKING SYSTEM MARKET DRIVERS

6.1.2 COMPONENT: COVID-19 IMPACT

### 6.2 SOFTWARE

TABLE 12 SOFTWARE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 13 SOFTWARE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

### 6.3 SERVICES

FIGURE 38 TRAINING, SUPPORT, AND MAINTENANCE SERVICES TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 14 APPLICANT TRACKING SYSTEM MARKET SIZE, BY SERVICES, 2016–2020 (USD MILLION)

TABLE 15 APPLICANT TRACKING SYSTEM MARKET SIZE, BY SERVICES, 2021–2026 (USD MILLION)

TABLE 16 SERVICES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 17 SERVICES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3.1 INTEGRATION AND IMPLEMENTATION

6.3.2 TRAINING, SUPPORT AND MAINTENANCE

6.3.3 CONSULTING

## **7 APPLICANT TRACKING SYSTEM MARKET, BY DEPLOYMENT MODE**

7.1 INTRODUCTION

FIGURE 39 CLOUD DEPLOYMENT MODE TO GROW AT A HIGHER CAGR DURING FORECAST PERIOD

TABLE 18 APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 19 APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

7.1.1 DEPLOYMENT MODE: APPLICANT TRACKING SYSTEM MARKET DRIVERS

7.1.2 DEPLOYMENT MODE: COVID-19 IMPACT

7.2 ON-PREMISES

TABLE 20 ON-PREMISES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 21 ON-PREMISES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7.3 CLOUD

TABLE 22 CLOUD: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 23 CLOUD: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## **8 APPLICANT TRACKING SYSTEM MARKET, BY ORGANIZATION SIZE**

8.1 INTRODUCTION

FIGURE 40 SMALL AND MEDIUM ENTERPRISES TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 24 APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 25 APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

8.1.1 ORGANIZATION SIZE: APPLICANT TRACKING SYSTEM MARKET DRIVERS

8.1.2 ORGANIZATION SIZE: COVID-19 IMPACT

8.2 SMALL AND MEDIUM SIZED ENTERPRISES

TABLE 26 SMALL AND MEDIUM-SIZED ENTERPRISES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 27 SMALL AND MEDIUM-SIZED ENTERPRISES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

8.3 LARGE ENTERPRISES

TABLE 28 LARGE ENTERPRISES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020(USD MILLION)

TABLE 29 LARGE ENTERPRISES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## **9 APPLICANT TRACKING SYSTEM MARKET, BY VERTICAL**

9.1 INTRODUCTION

FIGURE 41 BANKING, FINANCIAL SERVICES AND INSURANCE VERTICAL TO HOLD THE LARGEST MARKET SHARE DURING THE FORECAST PERIOD

TABLE 30 APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 31 APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

9.1.1 VERTICAL: APPLICANT TRACKING SYSTEM MARKET DRIVERS

9.1.2 VERTICAL: COVID-19 IMPACT

9.2 BANKING, FINANCIAL SERVICES AND INSURANCE

TABLE 32 BANKING, FINANCIAL SERVICES AND INSURANCE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 33 BANKING, FINANCIAL SERVICES AND INSURANCE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.3 GOVERNMENT

TABLE 34 GOVERNMENT: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 35 GOVERNMENT: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.4 MANUFACTURING

TABLE 36 MANUFACTURING: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 37 MANUFACTURING: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9.5 TELECOM AND INFORMATION TECHNOLOGY

TABLE 38 TELECOM AND INFORMATION TECHNOLOGY: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 39 TELECOM AND INFORMATION TECHNOLOGY: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9.6 CONSUMER GOODS AND RETAIL

TABLE 40 CONSUMER GOODS AND RETAIL: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 41 RETAIL AND CONSUMER GOODS: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9.7 HEALTHCARE AND LIFE SCIENCES

TABLE 42 HEALTHCARE AND LIFE SCIENCES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 43 HEALTHCARE AND LIFE SCIENCES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9.8 ENERGY AND UTILITIES

TABLE 44 ENERGY AND UTILITIES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 45 ENERGY AND UTILITIES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9.9 TRANSPORTATION AND LOGISTICS

TABLE 46 TRANSPORTATION AND LOGISTICS: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 47 TRANSPORTATION AND LOGISTICS: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

## 9.10 OTHERS

TABLE 48 OTHERS: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 49 OTHERS: APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

# 10 APPLICANT TRACKING SYSTEM MARKET, BY REGION

## 10.1 INTRODUCTION

FIGURE 42 ASIA PACIFIC TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 50 APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION,

### 2016–2020 (USD MILLION)

TABLE 51 APPLICANT TRACKING SYSTEM MARKET SIZE, BY REGION, 2021–2026  
(USD MILLION)

10.2 NORTH AMERICA

FIGURE 43 NORTH AMERICA: MARKET SNAPSHOT

TABLE 52 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
COMPONENT, 2016–2020 (USD MILLION)

TABLE 53 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
COMPONENT, 2021–2026 (USD MILLION)

TABLE 54 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 55 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 56 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 57 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 58 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
VERTICAL, 2016–2020 (USD MILLION)

TABLE 59 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
VERTICAL, 2021–2026 (USD MILLION)

TABLE 60 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
COUNTRY, 2016–2020 (USD MILLION)

TABLE 61 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
COUNTRY, 2021–2026 (USD MILLION)

10.2.1 NORTH AMERICA: APPLICANT TRACKING SYSTEM MARKET DRIVERS

10.2.2 NORTH AMERICA: COVID-19 IMPACT

10.2.3 UNITED STATES

TABLE 62 UNITED STATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 63 UNITED STATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 64 UNITED STATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 65 UNITED STATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
ORGANIZATION SIZE, 2021–2026 (USD MILLION)

10.2.4 CANADA

TABLE 66 CANADA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY  
DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 67 CANADA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 68 CANADA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 69 CANADA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

### 10.3 EUROPE

TABLE 70 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 71 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 72 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 73 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 74 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 75 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 76 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 77 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 78 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 79 EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.3.1 EUROPE: APPLICANT TRACKING SYSTEM MARKET DRIVERS

10.3.2 EUROPE: COVID-19 IMPACT

10.3.3 UNITED KINGDOM

TABLE 80 UNITED KINGDOM: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 81 UNITED KINGDOM: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 82 UNITED KINGDOM: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 83 UNITED KINGDOM: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

10.3.4 GERMANY

TABLE 84 GERMANY: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 85 GERMANY: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 86 GERMANY: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 87 GERMANY: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.3.5 FRANCE

TABLE 88 FRANCE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 89 FRANCE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 90 FRANCE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 91 FRANCE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.3.6 REST OF EUROPE

TABLE 92 REST OF EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 93 REST OF EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 94 REST OF EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 95 REST OF EUROPE: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.4 ASIA PACIFIC

##### 10.4.1 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET DRIVERS

##### 10.4.2 ASIA PACIFIC: COVID-19 IMPACT

FIGURE 44 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 96 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 97 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 98 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 99 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 100 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY

ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 101 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 102 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 103 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 104 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 105 ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

#### 10.4.3 CHINA

TABLE 106 CHINA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 107 CHINA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 108 CHINA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 109 CHINA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.4.4 JAPAN

TABLE 110 JAPAN: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 111 JAPAN: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 112 JAPAN: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 113 JAPAN: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.4.5 AUSTRALIA AND NEW ZEALAND

TABLE 114 AUSTRALIA AND NEW ZEALAND: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 115 AUSTRALIA AND NEW ZEALAND: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 116 AUSTRALIA AND NEW ZEALAND: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 117 AUSTRALIA AND NEW ZEALAND: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.4.6 REST OF ASIA PACIFIC



TABLE 118 REST OF ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 119 REST OF ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 120 REST OF ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 121 REST OF ASIA PACIFIC: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

## 10.5 MIDDLE EAST AND AFRICA

10.5.1 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET DRIVERS

10.5.2 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET DRIVERS

TABLE 122 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 123 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 124 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 125 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 126 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 127 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 128 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE,

BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 129 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 130 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 131 MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

### 10.5.3 UNITED ARAB EMIRATES

TABLE 132 UNITED ARAB EMIRATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 133 UNITED ARAB EMIRATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 134 UNITED ARAB EMIRATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 135 UNITED ARAB EMIRATES: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.5.4 KINGDOM OF SAUDI ARABIA

TABLE 136 KINGDOM OF SAUDI ARABIA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 137 KINGDOM OF SAUDI ARABIA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 138 KINGDOM OF SAUDI ARABIA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 139 KINGDOM OF SAUDI ARABIA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.5.5 REST OF MIDDLE EAST AND AFRICA

TABLE 140 REST OF MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 141 REST OF MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 142 REST OF MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 143 REST OF MIDDLE EAST AND AFRICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

### 10.6 LATIN AMERICA

#### 10.6.1 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET DRIVERS

#### 10.6.2 LATIN AMERICA: COVID-19 IMPACT

TABLE 144 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 145 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 146 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 147 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 148 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 149 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 150 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 151 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 152 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 153 LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

#### 10.6.3 BRAZIL

TABLE 154 BRAZIL: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 155 BRAZIL: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 156 BRAZIL: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 157 BRAZIL: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.6.4 MEXICO

TABLE 158 MEXICO: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 159 MEXICO: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 160 MEXICO: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 161 MEXICO: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

#### 10.6.5 REST OF LATIN AMERICA

TABLE 162 REST OF LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 163 REST OF LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 164 REST OF LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 165 REST OF LATIN AMERICA: APPLICANT TRACKING SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

## 11 COMPETITIVE LANDSCAPE

### 11.1 INTRODUCTION

FIGURE 45 MARKET EVALUATION FRAMEWORK

### 11.2 MARKET SHARE OF TOP VENDORS

TABLE 166 APPLICANT TRACKING SYSTEM MARKET: DEGREE OF COMPETITION  
FIGURE 46 APPLICANT TRACKING SYSTEM MARKET: VENDOR SHARE  
ANALYSIS

### 11.3 KEY MARKET DEVELOPMENTS

#### 11.3.1 NEW LAUNCHES

TABLE 167 NEW LAUNCHES, 2019-2021

#### 11.3.2 DEALS

TABLE 168 DEALS, 2019-2021

#### 11.3.3 OTHERS

TABLE 169 OTHERS, 2019-2021

### 11.4 COMPANY EVALUATION QUADRANT

#### 11.4.1 STARS

#### 11.4.2 EMERGING LEADERS

#### 11.4.3 PERVASIVE PLAYERS

#### 11.4.4 PARTICIPANTS

FIGURE 47 APPLICANT TRACKING SYSTEM MARKET (GLOBAL):  
COMPANY EVALUATION QUADRANT, 2020

### 11.5 SME EVALUATION QUADRANT

#### 11.5.1 PROGRESSIVE COMPANIES

#### 11.5.2 RESPONSIVE COMPANIES

#### 11.5.3 DYNAMIC COMPANIES

#### 11.5.4 STARTING BLOCKS

FIGURE 48 APPLICANT TRACKING SYSTEM MARKET: SME EVALUATION  
QUADRANT, 2020

TABLE 170 COMPANY APPLICATION FOOTPRINT

TABLE 171 COMPANY VERTICAL FOOTPRINT

TABLE 172 COMPANY REGION FOOTPRINT

TABLE 173 COMPANY FOOTPRINT

## 12 COMPANY PROFILES

(Business Overview, Products/Services/Solution Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))\*

### 12.1 INTRODUCTION

### 12.2 KEY PLAYERS

#### 12.2.1 ORACLE

TABLE 174 ORACLE: BUSINESS OVERVIEW

FIGURE 49 ORACLE: COMPANY SNAPSHOT

TABLE 175 ORACLE: PRODUCTS OFFERED

TABLE 176 ORACLE: PRODUCT LAUNCHES

TABLE 177 ORACLE: DEALS

TABLE 178 ORACLE: OTHER DEALS

#### 12.2.2 IBM

TABLE 179 IBM: BUSINESS OVERVIEW

FIGURE 50 IBM: COMPANY SNAPSHOT

TABLE 180 IBM: PRODUCTS OFFERED

TABLE 181 IBM: PRODUCT LAUNCHES

TABLE 182 IBM: DEALS

#### 12.2.3 ICIMS

TABLE 183 ICIMS: BUSINESS OVERVIEW

TABLE 184 ICIMS: PRODUCTS OFFERED

TABLE 185 ICIMS: PRODUCT LAUNCHES

TABLE 186 ICIMS: DEALS

#### 12.2.4 PEOPLEFLUENT

TABLE 187 PEOPLEFLUENT: BUSINESS OVERVIEW

TABLE 188 PEOPLEFLUENT: PRODUCTS OFFERED

TABLE 189 PEOPLEFLUENT: PRODUCT LAUNCHES

TABLE 190 PEOPLEFLUENT: DEALS

#### 12.2.5 CORNERSTONE

TABLE 191 CORNERSTONE: BUSINESS OVERVIEW

TABLE 192 CORNERSTONE: SOLUTIONS OFFERED

TABLE 193 CORNERSTONE: PRODUCT LAUNCHES

TABLE 194 CORNERSTONE: DEALS

#### 12.2.6 WORKDAY

TABLE 195 WORKDAY: BUSINESS OVERVIEW

FIGURE 51 WORKDAY: COMPANY SNAPSHOT

TABLE 196 WORKDAY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 197 WORKDAY: PRODUCT LAUNCHES

TABLE 198 WORKDAY: DEALS

#### 12.2.7 BULLHORN

TABLE 199 BULLHORN: BUSINESS OVERVIEW

TABLE 200 BULLHORN: PRODUCTS OFFERED

TABLE 201 BULLHORN: DEALS

#### 12.2.8 ULTIMATE SOFTWARE

TABLE 202 ULTIMATE SOFTWARE: BUSINESS OVERVIEW

TABLE 203 ULTIMATE SOFTWARE: PRODUCTS OFFERED

TABLE 204 ULTIMATE SOFTWARE: PRODUCT LAUNCHES

**TABLE 205 ULTIMATE SOFTWARE: DEALS****12.2.9 ADP****TABLE 206 ADP: BUSINESS OVERVIEW****FIGURE 52 ADP: COMPANY SNAPSHOT****TABLE 207 ADP: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 208 ADP: PRODUCT LAUNCHES****TABLE 209 ADP: DEALS****TABLE 210 ADP: OTHER DEALS****12.2.10 SAP****TABLE 211 SAP: BUSINESS OVERVIEW****FIGURE 53 SAP: COMPANY SNAPSHOT****TABLE 212 SAP: SOLUTIONS OFFERED****TABLE 213 SAP: PRODUCT LAUNCHES****TABLE 214 SAP: DEALS****12.2.11 JOBVITE****TABLE 215 JOBVITE: BUSINESS OVERVIEW****TABLE 216 JOBVITE: PRODUCTS OFFERED****TABLE 217 JOBVITE: PRODUCT LAUNCHES****TABLE 218 JOBVITE: DEALS****12.2.12 SILKROAD TECHNOLOGY****TABLE 219 SILKROAD TECHNOLOGY: BUSINESS OVERVIEW****TABLE 220 SILKROAD TECHNOLOGY: PRODUCTS OFFERED****TABLE 221 SILKROAD TECHNOLOGY: PRODUCT LAUNCHES****TABLE 222 SILKROAD TECHNOLOGY: DEALS****12.2.13 PAYCOR****TABLE 223 PAYCOR: BUSINESS OVERVIEW****FIGURE 54 PAYCOR: COMPANY SNAPSHOT****TABLE 224 PAYCOR: PRODUCTS OFFERED****TABLE 225 PAYCOR: PRODUCT LAUNCHES****TABLE 226 PAYCOR: DEALS****12.2.14 GREENHOUSE SOFTWARE****TABLE 227 GREENHOUSE SOFTWARE: BUSINESS OVERVIEW****TABLE 228 GREENHOUSE SOFTWARE: PRODUCTS OFFERED****TABLE 229 GREENHOUSE SOFTWARE: PRODUCT LAUNCHES****TABLE 230 GREENHOUSE SOFTWARE: DEALS****TABLE 231 GREENHOUSE SOFTWARE: OTHER DEALS****12.2.15 CLEARCOMPANY****TABLE 232 CLEARCOMPANY: BUSINESS OVERVIEW****TABLE 233 CLEARCOMPANY: PRODUCTS OFFERED**

**TABLE 234 CLEARCOMPANY: DEALS**

12.2.16 BAMBOOHR

**TABLE 235 BAMBOOHR: BUSINESS OVERVIEW****TABLE 236 BAMBOOHR: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 237 BAMBOOHR: PRODUCT LAUNCHES**

12.2.17 INFOR

**TABLE 238 INFOR: BUSINESS OVERVIEW****TABLE 239 INFOR: SOLUTIONS OFFERED**

12.2.18 ZOHO

**TABLE 240 ZOHO: BUSINESS OVERVIEW****TABLE 241 ZOHO: PRODUCTS OFFERED**

12.2.19 SMARTRECRUITERS

12.2.20 JAZZHR

12.2.21 CEIPAL

**12.3 SME/STARTUPS**

12.3.1 SKEELED

12.3.2 BREEZY HR

12.3.3 ASCENTIS

12.3.4 TRIBEPAD

12.3.5 MANATAL

12.3.6 TRAKSTAR HIRE (RECRUITERBOX)

12.3.7 ATSONDEMAND

12.3.8 OORWIN

12.3.9 TALENTNEST

12.3.10 LEVER

\*Details on Business Overview, Products/Services/Solution Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

**13 ADJACENT MARKET****13.1 INTRODUCTION**

13.1.1 RELATED MARKET

**13.2 VISITOR MANAGEMENT SYSTEM MARKET****TABLE 242 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)****TABLE 243 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)**

TABLE 244 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 245 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 246 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2015–2020 (USD MILLION)

TABLE 247 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 248 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2020 (USD MILLION)

TABLE 249 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 250 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 251 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 252 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 253 VISITOR MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

### 13.3 HUMAN CAPITAL MANAGEMENT MARKET

TABLE 254 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY COMPONENT, 2014–2018 (USD MILLION)

TABLE 255 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

TABLE 256 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY SOFTWARE, 2014–2018 (USD MILLION)

TABLE 257 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY SOFTWARE, 2019–2025 (USD MILLION)

TABLE 258 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY SERVICE, 2014–2018 (USD MILLION)

TABLE 259 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY SERVICE, 2019–2025 (USD MILLION)

TABLE 260 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2014–2018 (USD MILLION)

TABLE 261 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2019–2025 (USD MILLION)

TABLE 262 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2014–2018 (USD MILLION)



TABLE 263 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

TABLE 264 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY VERTICAL, 2014–2018 (USD MILLION)

TABLE 265 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY VERTICAL, 2019–2025 (USD MILLION)

TABLE 266 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY REGION, 2014–2018 (USD MILLION)

TABLE 267 HUMAN CAPITAL MANAGEMENT MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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