

# Automation Software Market Outlook 2025-2034: Market Share, and Growth Analysis By Product (On- Premises, Cloud), By Organization Size (Small And Medium-Sized Enterprises (SMEs), Large Enterprises), By Application

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## Abstracts

The Automation Software Market is valued at USD 36.6 billion in 2025 and is projected to grow at a CAGR of 19.5% to reach USD 181.7 billion by 2034. The Automation Software Market is a vital driver of industrial and business transformation, offering powerful tools that enable companies to streamline workflows, improve productivity, and enhance overall operational efficiency. By leveraging advanced automation platforms, organizations can optimize complex processes, reduce manual errors, and achieve faster time-to-market. Automation software solutions are now indispensable across industries, from manufacturing and logistics to finance and healthcare, as they allow for real-time monitoring, seamless integration, and data-driven decision-making. The market experienced a surge in adoption as businesses embraced more sophisticated platforms equipped with artificial intelligence (AI), machine learning (ML), and predictive analytics. Companies focused on integrating automation software with existing enterprise resource planning (ERP) and customer relationship management (CRM) systems, creating unified ecosystems for better visibility and control. Additionally, the shift towards cloud-based solutions and software-as-a-service (SaaS) models further accelerated market growth, providing scalable and cost-effective options for companies of all sizes. Increased attention to cybersecurity and data privacy also spurred investments in secure, compliance-ready automation platforms. The Automation Software Market is poised for continued expansion as technologies such as edge computing, robotic process automation (RPA), and 5G connectivity mature. These advancements will enable even faster and more precise automation solutions, empowering companies to achieve new levels of efficiency. Furthermore, the growing

importance of sustainability and energy efficiency will drive the development of automation software that supports green initiatives. With ongoing innovation and increasing adoption across emerging economies, the market's growth prospects remain strong and steady.

### Key Insights Automation Software Market

Integration of AI and ML capabilities for enhanced predictive analytics and decision-making.

Increased adoption of SaaS models for flexible, scalable automation software solutions.

Focus on cybersecurity and compliance features to ensure data integrity and privacy.

Rising implementation of RPA tools to automate repetitive, time-consuming tasks.

Emergence of edge computing and real-time data processing in automation platforms.

### Drivers:

Growing demand for streamlined workflows and reduced operational complexity.

Proliferation of cloud-based infrastructure enabling cost-effective deployment.

Increasing reliance on data-driven insights to maintain competitiveness.

Rapid technological advancements and the need to stay ahead in a competitive market landscape.

### Challenges:

High initial implementation costs and integration challenges with legacy systems.

## Automation Software Market Segmentation

### By Product

On-Premises

Cloud

### By Organization Size

Small And Medium-Sized Enterprises (SMEs)

Large Enterprises

### By Application

Banking

Financial Services

And Insurance (BFSI)

Information Technology (IT) And Telecoms

Retail And Consumer Goods

Travel And Hospitality

Healthcare And Life Sciences

Education

Media And Entertainment

Manufacturing

Other Applications

## Key Companies Analysed

Microsoft Corporation

Amazon Web Services (AWS)

Accenture plc

International Business Machines Corporation

Cisco Systems Inc.

Oracle Corporation

NetSuite Inc.

SAP SE

Salesforce Inc.

Workday Inc.

Red Hat Inc.

Infor Inc.

OpenText Corporation

Citrix Systems Inc.

SAS Institute Inc.

HubSpot Inc.

Epicor Software Corporation

Progress Software Corporation

Deltek Inc.

ActiveCampaign LLC

Canonical Ltd.

Acoustic L.P.

GetResponse Sp. z o.o.

Puppet Inc.

Act-On Software Inc.

QualiSystems Ltd.

ActiveTrail Ltd.

Push Engage LLC

## Automation Software Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Automation Software Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Automation Software market data and outlook to 2034

United States

Canada

Mexico

Europe — Automation Software market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Automation Software market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Automation Software market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Automation Software market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Automation Software value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Automation Software industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Automation Software Market Report

Global Automation Software market size and growth projections (CAGR),

2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Automation Software trade, costs, and supply chains

Automation Software market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Automation Software market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Automation Software market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Automation Software supply chain analysis

Automation Software trade analysis, Automation Software market price analysis, and Automation Software supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Automation Software market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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