

Industrial Automation Software Market Outlook 2025-2034: Market Share, and Growth Analysis By Product (Supervisory Control And Data Acquisition (SCADA), Distributed Control System (DCS), Manufacturing Execution Systems (MES), Human Machine Interface (HMI), Programmable Logic Controller (PLC), Information Technology (IT) And Software Environment Integration Solutions, Production Process Test Systems, Automated Material Handling Systems, Coordinated Data Management Systems, Other Products), By Deployment Type, By End User

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Abstracts

The Industrial Automation Software Market is valued at USD 41.4 billion in 2025 and is projected to grow at a CAGR of 11.6% to reach USD 110.7 billion by 2034.

Industrial Automation Software Market

The industrial automation software market encompasses a broad array of platforms and applications designed to enhance control, visualization, and data analytics across manufacturing and industrial operations. From supervisory control and data acquisition (SCADA) to manufacturing execution systems (MES), programmable logic controller (PLC) software, and human-machine interfaces (HMI), these solutions are vital for enabling real-time decision-making, reducing downtime, and increasing productivity. As

industries undergo digital transformation, automation software acts as the digital backbone, integrating hardware, sensors, and enterprise systems. The growing demand for smart factories, process optimization, and agile production is fueling market growth globally, across sectors such as automotive, pharmaceuticals, energy, and food processing. Throughout 2024, the industrial automation software market experienced heightened innovation and investment, particularly in cloud-native platforms and AI-enabled analytics. Companies sought solutions that could seamlessly scale across multiple facilities and support remote operations. Enhanced cybersecurity protocols and compliance features were integrated to align with evolving regulatory frameworks. The push for sustainability led to increased demand for energy management and resource monitoring modules. Vendors introduced modular software architectures to support flexibility and customization, catering to industry-specific needs. Strategic acquisitions and partnerships were prevalent as leading players aimed to bolster capabilities in data integration, digital twin simulations, and machine learning-powered automation. In 2025 and the following years, industrial automation software is expected to evolve into more intelligent, self-learning platforms driven by AI, machine vision, and real-time simulation. Edge software deployment will gain prominence, especially for time-sensitive applications in critical sectors. Manufacturers will increasingly adopt unified software platforms that merge IT and OT layers for seamless data flow and agile production. With global efforts to build sustainable supply chains, software offering predictive analytics and life-cycle carbon tracking will become vital. The focus on cyber-physical systems and interoperability across devices will guide the next phase of innovation in the automation software space.

Key Insights Industrial Automation Software Market

Modular software architectures are enabling customizable automation solutions, tailored to specific industry and operational needs.

AI-driven decision-support systems are being integrated to enhance fault detection, process control, and predictive maintenance.

Cloud-native platforms are transforming centralized monitoring and control by allowing cross-site collaboration and scalability.

Digital twin integration in automation software is facilitating virtual testing, training, and real-time asset tracking.

Low-code and no-code software tools are gaining popularity, enabling non-

technical staff to automate workflows with minimal programming knowledge.

Rising demand for operational transparency and real-time analytics is fueling adoption of automation software across various industries.

Industry 4.0 transformation is compelling manufacturers to adopt software for smart production, inventory control, and performance optimization.

Increasing labor shortages and need for remote operability are driving investments in automation software platforms.

Regulatory pressure and quality control requirements are pushing industries to deploy software for better compliance and documentation.

Integration complexity with legacy hardware systems often results in costly and time-consuming deployment phases.

Data privacy and cybersecurity vulnerabilities in connected environments hinder full-scale adoption of cloud and AI-powered software.

Industrial Automation Software Market Segmentation

By Product

Supervisory Control And Data Acquisition (SCADA)

Distributed Control System (DCS)

Manufacturing Execution Systems (MES)

Human Machine Interface (HMI)

Programmable Logic Controller (PLC)

Information Technology (IT) And Software Environment Integration Solutions

Production Process Test Systems

Automated Material Handling Systems

Coordinated Data Management Systems

Other Products

By Deployment Type

On-Premise

Cloud-Based

By End User

Oil And Gas

Chemicals And Materials

Paper And Pulp

Pharmaceuticals And Biotech

Mining And Metals

Food And Beverage

Power

Consumer Goods

Automotive

Other End Users

Key Companies Analysed

Amazon Web Services (AWS)

Accenture plc

International Business Machines Corporation

Cisco Systems Inc.

Oracle Corporation

NetSuite Inc.

SAP SE

Salesforce Inc.

Workday 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

Industrial 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.

Industrial 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 — Industrial Automation Software market data and outlook to 2034

United States

Canada

Mexico

Europe — Industrial Automation Software market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

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

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Industrial 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 Industrial Automation Software value chain with secondary data from associations, government

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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 Industrial 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 Industrial Automation Software Market Report

Global Industrial Automation Software market size and growth projections (CAGR), 2024-2034

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

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

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

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

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

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

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

Latest Industrial Automation Software market news and developments

Additional Support

With the purchase of this report, you will receive

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