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Enterprise IT Automation Market Forecasts to 2034 – Global Analysis By Type (Business Process Automation (BPA), IT Infrastructure Automation and General IT Process Automation), Deployment, Organization Size, Application, End User and By Geography

https://marketpublishers.com/r/E8CEF48D900AEN.html
Date: July 2026
Pages: 0
Price: US$ 4,150.00 (Single User License)
ID: E8CEF48D900AEN

Abstracts

According to Stratistics MRC, the Global Enterprise IT Automation Market is accounted for $52.3 billion in 2026 and is expected to reach $118.8 billion by 2034 growing at a CAGR of 10.8% during the forecast period. Enterprise IT automation involves deploying advanced tools and systems to handle routine information technology tasks with little manual effort, enhancing productivity, precision, and adaptability. It includes activities like managing infrastructure, deploying applications, overseeing networks, and strengthening cybersecurity measures. Through streamlined automated workflows, organizations can cut costs, reduce human errors, and speed up operations. Modern platforms often incorporate AI and machine learning to support predictive insights and smarter operations. With the rapid growth of cloud adoption and digital transformation, IT automation plays a crucial role in enabling flexibility, maintaining regulatory standards, and driving ongoing innovation within increasingly complex enterprise technology ecosystems.

According to International Data Corporation, worldwide spending on digital transformation is expected to reach approximately $3.4 trillion by 2026, reflecting strong enterprise investment in automation-enabled technologies.

Market Dynamics:

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Driver:

Increasing demand for operational efficiency

The rising emphasis on improving operational efficiency significantly fuels the enterprise IT automation market. Businesses aim to simplify processes, decrease reliance on manual work, and boost overall productivity within IT operations. Automation supports quick handling of repetitive activities like system checks, updates, and data protection, reducing errors and service interruptions. It allows organizations to better utilize resources and concentrate on core business goals. Moreover, automated systems promote uniformity and dependability in operations. With increasing competitive pressure, enterprises are turning to automation technologies to enhance output, minimize expenses, and maintain consistent performance in increasingly complex and dynamic IT infrastructures.

Restraint:

High initial implementation costs

The considerable upfront investment needed for implementation serves as a major barrier to the enterprise IT automation market. Introducing automation involves expenses for advanced tools, infrastructure enhancements, and hiring or training skilled professionals. For small and mid-sized businesses, these costs can be difficult to manage. Additional spending on integration, customization, and workforce training further adds to the overall burden. Uncertainty about achieving a clear return on investment can also discourage organizations from adopting such solutions quickly. As a result, financial constraints slow down the adoption rate, particularly in budget-conscious sectors, limiting the market's growth despite its long-term advantages.

Opportunity:

Expansion of artificial intelligence and machine learning integration

The increasing adoption of artificial intelligence and machine learning creates significant growth potential in the enterprise IT automation market. These technologies allow automation to evolve from simple rule-based tasks to more advanced, intelligent processes with predictive insights. Companies can use AI-powered systems to detect trends, anticipate issues, and enhance IT performance dynamically. This result in better operational efficiency, minimized disruptions, and improved service quality. As organizations focus more on digital advancement, the need for intelligent automation solutions grows steadily. This shift provides opportunities for solution providers to design more responsive, adaptive, and self-improving automation technologies.

Threat:

Rapid technological changes and obsolescence

The constant pace of technological innovation and the risk of systems becoming outdated pose a serious threat to the enterprise IT automation market. Advances in areas like AI, cloud technologies, and software platforms can quickly make current automation tools less relevant. Organizations often find it challenging to upgrade systems while ensuring compatibility with newer technologies. Frequent updates demand additional costs and skilled personnel, increasing complexity. At the same time, solution providers must continuously innovate to stay competitive. This fast-changing landscape can create uncertainty, making companies cautious about long-term investments in automation and potentially limiting market expansion.

Covid-19 Impact:

The outbreak of COVID-19 played a crucial role in accelerating the growth of the enterprise IT automation market as companies adapted to remote working and digital transformation. Disruptions to conventional operations increased reliance on automated tools to ensure business continuity and efficiency. Automation supported remote system management, reduced the need for physical presence, and improved IT operations. The rapid rise in cloud usage and online services further drove demand for automation solutions. However, financial uncertainties led some businesses to postpone investments. Despite challenges, the pandemic emphasized the value of automation in enhancing flexibility, scalability, and stability during unpredictable conditions.

The cloud segment is expected to be the largest during the forecast period

The cloud segment is expected to account for the largest market share during the forecast period because of its adaptability, scalability, and economic advantages. Businesses are shifting toward cloud-based automation tools as they offer easy accessibility, quick implementation, and smooth compatibility with advanced IT systems. These platforms allow efficient resource management and continuous system monitoring, supporting complex and geographically distributed operations. The rise of digital transformation initiatives and remote working trends has significantly boosted cloud adoption. Moreover, cloud solutions help minimize infrastructure expenses while improving operational flexibility.

The telecom & IT segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the telecom & IT segment is predicted to witness the highest growth rate, driven by ongoing technological progress and the need for streamlined operations. Companies in this field depend on automation to handle intricate networks, maintain service quality, and manage increasing data demands. The expansion of 5G, cloud platforms, and edge computing has intensified the requirement for sophisticated automation tools. Moreover, the push for innovation and rapid service deployment motivates telecom and IT firms to adopt automation extensively. These factors collectively contribute to the segment's strong and accelerating growth trajectory.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its advanced technological capabilities and proactive adoption of modern digital tools. The region hosts many major technology firms and organizations that actively invest in automation to improve productivity and drive innovation. Widespread use of cloud computing, AI, and DevOps methodologies contributes significantly to market expansion. Furthermore, the availability of skilled talent and well-established IT infrastructure supports efficient deployment of automation solutions. With a strong emphasis on digital transformation and process optimization across various sectors, North America continues to maintain its leading position in the enterprise IT automation market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by ongoing digital advancement and improving IT infrastructure in developing nations. Businesses across the region are rapidly implementing cloud, AI, and automation tools to boost productivity and remain competitive. Expanding sectors like telecom, manufacturing, and online retail significantly increase the need for automation solutions. Moreover, higher investments in innovative technologies and supportive government policies promoting digital adoption enhance market growth. The entry of global tech companies and the availability of a skilled workforce further support the region's strong and accelerating expansion.

Key players in the market

Some of the key players in Enterprise IT Automation Market include Automation Anywhere, UiPath, ServiceNow, IBM, Microsoft, BMC Software, Broadcom, Pegasystems, SAP, Appian, Red Hat, HashiCorp, Puppet, Chef, SaltStack (VMware), CloudBees (Jenkins), HPE and Micro Focus.

Key Developments:

In April 2026, Broadcom Inc. and Meta announced a multi-year, multi-generation strategic partnership to support Meta's rapidly scaling artificial intelligence compute infrastructure. Building on their existing partnership, Broadcom will deliver technology supporting Meta Training and Inference Accelerator (MTIA) chips, with plans to extend through 2029.

In February 2026, Automation Anywhere and NxtWave launched India's largest AI & Agentic Process Automation (APA) upskilling initiative to become next-gen AI innovators and builders. Unveiled at the India AI Impact Summit, this collaboration will help over 1,00,000 students and young professionals across India develop critical agentic AI and APA skills.

In September 2025, UiPath announced a partnership with Snowflake, the AI Data Cloud company, uniting UiPath's Agentic Automation platform with Snowflake Cortex AI. This collaboration empowers businesses to quickly turn data insights into faster and smarter autonomous actions, bridging the gap between vision and impact across enterprise business processes.

Types Covered:

- Business Process Automation (BPA)
- IT Infrastructure Automation
- General IT Process Automation

Deployments Covered:

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On-Premises

Cloud

Organization Sizes Covered:

Small & Medium Enterprises (SMEs)

Large Enterprises

Applications Covered:

IT Operations Management

Security & Compliance Automation

Cloud & DevOps Automation

Data Center Automation

Network Automation

End Users Covered:

BFSI (Banking, Financial Services, Insurance)

Healthcare & Life Sciences

Retail & E-Commerce

Manufacturing

Telecom & IT

Government & Public Sector

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Energy & Utilities

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

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Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

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- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

- Company Profiling
  - Comprehensive profiling of additional market players (up to 3)
  - SWOT Analysis of key players (up to 3)
- Regional Segmentation
  - Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)
- Competitive Benchmarking
  - Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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