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Robotics Process Automation (RPA) Market Forecasts to 2032 – Global Analysis By Component (Software and Services), Operation Type, Deployment Mode, Organization Size, End User and By Geography

https://marketpublishers.com/r/RC783D50C881EN.html
Date: December 2025
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: RC783D50C881EN

Abstracts

According to Stratistics MRC, the Global Robotics Process Automation (RPA) Market is accounted for $5.52 billion in 2025 and is expected to reach $77.81 billion by 2032 growing at a CAGR of 45.9% during the forecast period. RPA, or Robotics Process Automation, refers to software bots designed to handle routine and structured business tasks automatically. These digital workers imitate human actions within applications to execute functions like form filling, transaction handling, and data management. By minimizing human involvement in repetitive tasks, RPA boosts productivity, reduces mistakes, and supports smoother operations. Organizations use RPA to optimize processes, improve precision, and automate workflows without requiring major system changes.

According to the World Bank Organization Report, in 2020, banks spent around USD 270 billion yearly on compliance management operations. To reduce such high cost of compliance management, the RPA software demand has increased substantially.

Market Dynamics:

Driver:

Increased scalability & flexibility

Automation tools allow enterprises to streamline repetitive tasks without expanding workforce size or increasing manual intervention. The ability to rapidly scale bots up or

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down helps companies stays competitive in dynamic business environments. RPA platforms also integrate easily with existing enterprise systems, enabling seamless workflow expansion. As digital operations increase, businesses rely on RPA to maintain flexibility across departments. This rising focus on adaptability is significantly accelerating RPA adoption worldwide.

Restraint:

Lack of skilled RPA talent

Limited expertise often results in slow deployment timelines and increased dependency on external service providers. Many organizations struggle to build in-house teams capable of maintaining complex automation ecosystems. Rapid advancements in AI-driven RPA further widen the skills gap, requiring constant training and certification. Misconfigured bots and poorly managed workflows frequently lead to operational inefficiencies. This ongoing talent deficit continues to hinder the large-scale adoption of RPA solutions.

Opportunity:

Development of hybrid automation models

Enterprises are adopting these models to automate both rule-based and judgment-driven tasks. This evolution is enabling organizations to extract greater value from unstructured data and complex decision-making processes. Vendors are launching integrated platforms that support end-to-end automation through cognitive capabilities. Hybrid setups are also helping businesses achieve higher automation accuracy and broader use-case coverage. As companies aim for enterprise-wide digital transformation, hybrid automation presents a major growth avenue.

Threat:

Security vulnerabilities & data risk

Unsecured bots can create openings for unauthorized access and data misuse. As automation scales, the attack surface expands, increasing the risk of breaches and identity-based threats. Compliance with regulations such as GDPR, HIPAA, and India’s DPDP Act becomes more complex in highly automated environments. Poor credential management and lack of audit controls amplify vulnerability levels. Without strong

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security frameworks, enterprises face substantial operational and reputational dangers.

Covid-19 Impact:

The pandemic accelerated RPA adoption as businesses sought to maintain productivity amid remote work and workforce disruptions. Organizations automated high-volume manual tasks to minimize dependency on human-driven processes. Healthcare, banking, and logistics sectors rapidly implemented RPA to support surge-related workloads. The crisis highlighted the value of automation for resilience, continuity, and cost optimization. Remote-friendly RPA architectures have since become essential components of post-pandemic digital strategies.

The rule-based automation segment is expected to be the largest during the forecast period

The rule-based automation segment is expected to account for the largest market share during the forecast period, due to its ability to deliver consistent performance across routine business processes without requiring cognitive intelligence. Organizations prefer this segment for tasks such as data entry, invoice processing, and compliance reporting. The lower technical complexity associated with rule-based bots supports faster adoption in both large enterprises and SMEs. These tools also ensure minimal errors, enhancing operational efficiency across departments. As companies digitize legacy systems, rule-based automation provides a reliable foundation for scalable automation.

The healthcare & pharmaceuticals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the healthcare & pharmaceuticals segment is predicted to witness the highest growth rate, due to its rising need to automate labor-intensive processes while meeting stringent regulatory standards. The industry experiences high administrative burden, making automation essential for reducing workload and improving service quality. RPA helps healthcare providers minimize processing delays and enhance patient experience. Pharmaceutical companies benefit from automation in areas such as pharmacovigilance, compliance tracking, and research documentation. Growing investment in digital health infrastructure further accelerates adoption.

Region with largest share:

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During the forecast period, the North America region is expected to hold the largest market share, due to its advanced technology ecosystem and early digital adoption. The region hosts leading RPA vendors, consulting firms, and innovation hubs. Enterprises across banking, insurance, retail, and healthcare are aggressively deploying automation solutions. Strong regulatory frameworks and robust cybersecurity practices support large-scale implementations. Organizations are investing heavily in AI-enabled RPA to transform back-office and customer-facing operations.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid digitalization and expanding enterprise automation initiatives. Countries such as India, China, Japan, and Singapore are accelerating their adoption of intelligent automation. Growing investments in AI, cloud computing, and IT modernization are strengthening RPA readiness across industries. SMEs and large corporations alike are embracing automation to enhance productivity and reduce costs. Government-led digital transformation programs are further catalyzing market growth.

Key players in the market

Some of the key players in Robotics Process Automation (RPA) Market include UiPath, Hyland Software, Automation Anywhere, Redwood, Blue Prism, ServiceNo, Microsoft, SAP, IBM, Kofax, Pegasyste, Appian, NICE Syste, EdgeVerve, and WorkFusio.

Key Developments:

In November 2025, IBM and the University of Dayton announced an agreement for the joint research and development of next-generation semiconductor technologies and materials. The collaboration aims to advance critical technologies for the age of AI including AI hardware, advanced packaging, and photonics.

In November 2025, Hyland and Tribun Health, a leader in digital pathology, have joined forces to advance pathology workflows by integrating Tribun Health’s advanced platform with Hyland’s enterprise imaging solutions. This synergy puts cutting-edge AI and digital technology at the core of diagnostics, enabling pathologists to work faster and smarter.

Components Covered:

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- Software
- Services

Operation Types Covered:

- Rule-based automation
- Knowledge-based automation

Deployment Modes Covered:

- On-premise
- Cloud-based

Organization Sizes Covered:

- Large enterprises
- Small & medium enterprises (SMEs)

End Users Covered:

- Banking, Financial Services & Insurance (BFSI)
- Healthcare & Pharmaceuticals
- Transportation & Logistics
- Manufacturing
- Energy & Utilities
- Retail & Consumer Goods

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- Government & Defense
- Information Technology & Telecom

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia

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- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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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