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HR Analytics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (Employee Engagement & Development, Payroll & Compensation, Recruitment, Retention, Talent Analytics, Workforce Planning, Others), By Deployment (Cloud, On-premise), By Enterprise Size (Large Enterprise, Small & Medium Enterprise (SME)), By End-use (Academia, BFSI, Government, Healthcare, IT & Telecom, Manufacturing, Retail, Others), By Service (Implementation & Integration, Support & Maintenance, Training & Consulting), By Region, By Competition, 2018-2028.

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Abstracts

Global HR Analytics Market has valued at USD 3.7 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 21.2% through 2028. The Global HR Analytics Market is undergoing a significant transformation, driven by the increasing recognition of the invaluable insights that data analytics can offer in managing human resources effectively. Organizations across industries are embracing HR analytics to gain deeper visibility into their workforce, enhance decision-making processes, and improve overall employee engagement. HR analytics leverages advanced data analysis techniques, machine learning, and artificial intelligence to analyze vast volumes of HR data, encompassing employee performance, recruitment, retention, training, and workforce planning.

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One of the key drivers behind the market's growth is the rising emphasis on talent management and employee well-being. As businesses strive to remain competitive and agile, they are leveraging HR analytics to identify high-performing talent, predict employee turnover, and tailor development programs to individual needs, ultimately fostering a more engaged and satisfied workforce. Moreover, the COVID-19 pandemic has accelerated the adoption of HR analytics, as remote work and changing workplace dynamics necessitate agile HR strategies. Analytics tools have become indispensable for monitoring remote workforce productivity, tracking employee mental health, and ensuring workforce diversity and inclusion.

Furthermore, HR analytics aids in aligning HR initiatives with overall business objectives, optimizing recruitment processes, and forecasting future workforce needs. As organizations continue to recognize the strategic value of data-driven HR practices, the Global HR Analytics Market is poised for continued expansion, offering innovative solutions to shape the future of talent management and organizational performance.

Key Market Drivers

Increasing Adoption of Data-Driven HR Practices:

The global HR analytics market is experiencing significant growth due to the increasing adoption of data-driven HR practices by organizations worldwide. As businesses recognize the value of leveraging data to make informed decisions, HR departments are turning to analytics solutions to gain insights into their workforce and drive strategic initiatives. HR analytics enables organizations to analyze vast amounts of employee data, including recruitment metrics, performance evaluations, employee engagement surveys, and training records, among others. By leveraging these insights, organizations can identify patterns, trends, and correlations to make data-backed decisions related to talent acquisition, employee development, retention strategies, and workforce planning. The demand for HR analytics solutions is driven by the need for organizations to optimize their HR processes, improve employee productivity, and enhance overall organizational performance.

Shift Towards Predictive Analytics and AI:

The global HR analytics market is witnessing a shift towards predictive analytics and artificial intelligence (AI) technologies. Traditional HR reporting and descriptive analytics are being complemented by advanced analytics techniques that enable organizations to predict future outcomes and trends. Predictive analytics leverages historical data and

statistical algorithms to forecast future events, such as employee turnover, performance, and engagement levels. By identifying potential risks and opportunities, organizations can proactively take measures to mitigate risks and capitalize on opportunities. AI technologies, such as machine learning and natural language processing, are also being integrated into HR analytics solutions to automate data analysis, identify patterns, and generate actionable insights. These technologies enable organizations to streamline HR processes, improve decision-making accuracy, and enhance the overall employee experience.

Growing Focus on Employee Engagement and Retention:

Employee engagement and retention have become critical priorities for organizations across industries. High employee turnover rates can be costly and disruptive to businesses, leading to increased recruitment and training expenses, decreased productivity, and loss of institutional knowledge. As a result, organizations are turning to HR analytics solutions to gain insights into employee engagement levels, identify factors that contribute to attrition, and develop targeted retention strategies. HR analytics enables organizations to measure employee satisfaction, analyze sentiment data from employee surveys and social media, and identify drivers of engagement. By understanding the factors that impact employee engagement and retention, organizations can implement initiatives to improve the employee experience, enhance job satisfaction, and reduce turnover rates.

Demand for Workforce Planning and Talent Management:

Effective workforce planning and talent management are crucial for organizations to achieve their strategic objectives. HR analytics solutions provide organizations with the tools and insights to align their workforce with business goals, identify skill gaps, and develop talent acquisition and development strategies. By analyzing workforce data, organizations can identify future talent needs, assess the effectiveness of their recruitment efforts, and make informed decisions regarding workforce expansion, restructuring, or succession planning. HR analytics also enables organizations to identify high-potential employees, develop personalized career paths, and implement targeted training and development programs. The demand for HR analytics solutions in workforce planning and talent management is driven by the need for organizations to optimize their human capital and ensure they have the right talent in place to drive business success.

Increasing Emphasis on Diversity and Inclusion:

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Diversity and inclusion have become key focus areas for organizations seeking to create inclusive work environments and leverage the benefits of diverse perspectives. HR analytics solutions play a crucial role in helping organizations measure and track diversity metrics, such as gender, ethnicity, age, and representation in leadership positions. By analyzing diversity data, organizations can identify gaps, set diversity goals, and develop strategies to foster an inclusive culture. HR analytics also enables organizations to measure the impact of diversity and inclusion initiatives on employee engagement, productivity, and business performance. The growing emphasis on diversity and inclusion is driving the demand for HR analytics solutions that can provide organizations with actionable insights to drive meaningful change and create diverse and inclusive workplaces.

Rise of Remote and Hybrid Work Models:

The COVID-19 pandemic has accelerated the adoption of remote and hybrid work models, with many organizations transitioning to remote work arrangements to ensure business continuity. HR analytics solutions are essential in enabling organizations to effectively manage remote and hybrid workforces. These solutions provide organizations with insights into employee productivity, collaboration patterns, and well-being in remote work environments. HR analytics also enables organizations to monitor employee engagement, identify potential burnout risks, and implement interventions to support employee well-being. As remote and hybrid work models become more prevalent, the demand for HR analytics solutions that can provide organizations with real-time insights into their distributed workforce is expected to increase.

Key Market Challenges

Lack of Awareness and Understanding

A significant challenge in the global HR analytics market is the lack of awareness and understanding among organizations regarding the importance and benefits of implementing HR analytics solutions. Many businesses, especially small and medium-sized enterprises (SMEs), may not fully comprehend the potential value and insights that HR analytics can provide. This lack of awareness can lead to hesitation in investing in HR analytics solutions, resulting in missed opportunities for optimizing workforce management and decision-making. To address this challenge, it is crucial to educate organizations about the significance of HR analytics and the role it plays in driving strategic HR initiatives and improving overall business performance.

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Educational initiatives should focus on highlighting the potential consequences of not leveraging HR analytics, such as suboptimal talent acquisition, inefficient workforce planning, and inadequate employee engagement. Organizations need to understand that HR analytics can provide valuable insights into employee productivity, performance, and retention, enabling them to make data-driven decisions that positively impact their bottom line. By showcasing real-world examples and case studies, organizations can grasp the tangible benefits of implementing HR analytics solutions.

Furthermore, organizations should be educated about the specific benefits of HR analytics, such as identifying skill gaps, predicting workforce trends, and optimizing employee engagement. HR analytics can help organizations align their talent strategies with business objectives, improve recruitment and retention efforts, and enhance workforce productivity. Organizations should also be made aware of the additional layers of HR intelligence that analytics solutions offer, such as predictive analytics, sentiment analysis, and workforce segmentation.

Data Quality and Integration Challenges

The implementation and management of HR analytics solutions can be challenging due to data quality and integration issues. HR data is often scattered across multiple systems and may suffer from inconsistencies, inaccuracies, and incompleteness. Integrating data from various sources, such as HRIS, performance management systems, and employee surveys, can be a complex task, requiring data cleansing, standardization, and normalization. These challenges can result in delays in implementation or compromised data integrity, leading to inaccurate insights and flawed decision-making. To overcome these challenges, it is crucial to establish robust data governance practices and invest in data integration tools.

Organizations should prioritize data quality initiatives, including data cleansing, validation, and enrichment, to ensure the accuracy and reliability of HR analytics. This involves establishing data standards, implementing data validation checks, and conducting regular audits to identify and rectify data issues. Additionally, organizations should invest in data integration platforms that facilitate seamless data flow between disparate HR systems, ensuring a unified and comprehensive view of HR data. These platforms should support data mapping, transformation, and synchronization, enabling organizations to leverage the full potential of HR analytics.

Privacy and Security Concerns

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HR analytics involves the analysis of sensitive employee data, such as performance evaluations, compensation details, and personal information. This raises concerns about privacy and data security, as organizations need to ensure compliance with data protection regulations and safeguard employee confidentiality. Mishandling or unauthorized access to HR data can result in legal and reputational consequences. To address this challenge, organizations must prioritize data privacy and security measures throughout the HR analytics lifecycle.

Organizations should implement robust data protection policies and procedures, including data anonymization, encryption, and access controls. Employee consent should be obtained for data collection and analysis, and data should be stored and transmitted securely. Additionally, organizations should conduct regular security audits and vulnerability assessments to identify and address potential risks. By demonstrating a commitment to data privacy and security, organizations can build trust with employees and stakeholders, fostering a positive perception of HR analytics initiatives.

Key Market Trends

Rise in Demand for HR Analytics

The global market for HR analytics is experiencing a significant rise in demand as organizations recognize the value of data-driven insights in managing their human resources effectively. HR analytics involves the collection, analysis, and interpretation of HR data to make informed decisions and improve workforce performance. With the increasing complexity of the modern workforce, organizations are seeking advanced HR analytics solutions that can provide actionable insights into employee engagement, talent acquisition, performance management, and workforce planning. These solutions enable organizations to optimize their HR strategies, enhance employee productivity, and drive business growth.

Integration of Artificial Intelligence and Machine Learning

The integration of artificial intelligence (AI) and machine learning (ML) technologies into HR analytics solutions is a key trend in the market. AI and ML algorithms can analyze vast amounts of HR data, identify patterns, and predict future outcomes, enabling organizations to make data-driven decisions and improve their HR processes. These advanced technologies enhance the accuracy and efficiency of HR analytics solutions, enabling organizations to gain deeper insights into employee behavior, identify talent

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gaps, and predict attrition rates. By leveraging AI and ML capabilities, organizations can optimize their HR strategies, improve employee engagement, and enhance overall workforce performance.

Shift towards Cloud-based HR Analytics Solutions

The global market is witnessing a significant shift towards cloud-based HR analytics solutions. This shift is driven by the increasing adoption of cloud computing and the need for scalable and flexible HR analytics platforms. Cloud-based HR analytics solutions offer several advantages. Firstly, they provide organizations with the ability to store and analyze large volumes of HR data in a secure and centralized manner. This enables organizations to access real-time insights and make informed decisions based on up-to-date information. Secondly, cloud-based solutions offer scalability, allowing organizations to easily scale their HR analytics capabilities based on their evolving needs. This scalability ensures that organizations can handle increasing volumes of HR data and effectively analyze it to gain valuable insights. Lastly, cloud-based solutions offer flexibility, enabling organizations to access HR analytics tools from anywhere, at any time, using any device. This flexibility enhances collaboration and enables HR professionals to make data-driven decisions on the go.

Focus on Predictive Analytics and Employee Experience

In the global HR analytics market, there is a growing focus on predictive analytics and employee experience. Predictive analytics leverages historical HR data and statistical algorithms to forecast future outcomes, such as employee turnover, performance, and engagement. By using predictive analytics, organizations can proactively identify potential issues, develop targeted interventions, and improve overall workforce management. Additionally, there is an increasing emphasis on employee experience, as organizations recognize the impact of employee satisfaction on productivity and retention. HR analytics solutions are being used to measure and analyze employee sentiment, engagement levels, and satisfaction, enabling organizations to identify areas for improvement and implement strategies to enhance the employee experience.

Segmental Insights

Service Insights

The implementation and integration segment accounted for the largest share of 37.1% in 2022. The segment growth can be attributed to the increased organizational demand

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to improve the services of their existing systems, increased automation, and adoption of cloud computing. These services make it simple for organizations to implement HR analytics and ensure that solutions integrate easily with their external and internal systems, allowing them to get the most out of their IT infrastructure investments. Furthermore, these services enable businesses to access and visualize data, which is then used in decision-making processes. These factors will further drive the growth of the segment during the forecast period.

The support & maintenance segment is anticipated to grow at a CAGR of 17.9% over the forecast period. Technology is rapidly changing, necessitating system upgrades regularly. HR analytics solutions must be kept up to date with changing technologies, and organizations require vendor support in the event of technical issues. Furthermore, these solutions also require to be updated in line with the advancements in technology and organizations need strong vendor support for troubleshooting and technical problems. As a result, over the forecast period, support and maintenance services are expected to gain traction.

Deployment Insights

The on-premise segment accounted for the largest market share of 57.8% in 2022. On-premise deployment provides organizations with greater flexibility and control over their IT infrastructure. Furthermore, they are replaceable and offer the tractability to customize operations and enhance plug-ins when required. The on-premise deployment reduces reliance on the internet while also protecting data from potential losses and fraud. Moreover, it eliminates the requirement for onsite staff to have an internet connection to access it, making it completely accessible without the need for a secure connection. These benefits are expected to drive the significant demand for on-premise deployment during the forecast period.

The hosted segment is expected to grow at a CAGR of 17.7% over the forecast period. The increasing data connectivity through multi-cloud environments, advancements in information-sharing technologies, and the cost benefits of cloud-based analytics solutions drive the segment's growth. Several organizations are eager to have their solutions deployed in the cloud as it provides multiple benefits, such as capacity flexibility, scalability, cost efficiency, and enhanced collaboration. SAP’s SuccessFactors Workforce Analytics, for instance, enables HR professionals, analysts, and business partners to influence business decisions through data-driven insights and an evidence-based approach to HR. These benefits will supplement the growth of the segment during the forecast period.

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Enterprise Size Insights

The large enterprise segment accounted for the largest revenue share of 57.9% in 2022. Due to their big workforce, large-scale businesses are frequently confronted with a huge amount of employee data. HR analytics help analyze such vast information with reduced operational costs. These technologies also enable businesses to manage massive employee databases and provide real-time access to employee data from anywhere in the world. Furthermore, many large corporations are implementing big data analytics to boost revenues, improve analytical abilities, and easily access employee information. As a result, large enterprises are implementing HR analytics solutions and contributing to market growth.

The Small & Medium Enterprises (SMEs) segment is anticipated to grow at a CAGR of 16.5% over the forecast period. SMEs face more resource constraints as compared to larger companies, as they require better strategies to overcome the challenges of cost optimization on their assets and requirements. Thus, SMEs are focusing on adopting HR analytics solutions to control their assets across multiple geographies and manage multiple employees. Furthermore, managers can represent employee sentiment, engagement, and productivity with the deployment of real-time HR analytics solutions. Simultaneously, they can build on their present strengths with the purpose of enhancing workplace culture and employee satisfaction in the long run. These benefits will further fuel the segment's growth during the forecast period.

Regional Insights

North America accounted for a market share of 34.5% in 2022 due to the increased adoption of cloud infrastructure by major organizations, as well as the increased productivity and labor efficiency with the help of HRM solutions for attendance & time tracking, payroll management, and talent management. Developed countries in the region, such as the U.S. and Canada, have aggressively financed digital solutions and technologies for effective business operations. For instance, in June 2022, Visier Inc. (Canada), an HR analytics solution provider, announced a partnership with SYMPLR, a healthcare operations solutions company, to embed its people analytics skills in the latter company’s recruiting solution to create a talent analytics feature. These developments will further boost the regional market growth during the forecast period. Asia Pacific is expected to grow at a CAGR of 16.8% over the forecast period. The growing start-up culture, combined with the aim to boost company & employee performance & productivity, and government initiatives toward the adoption of cloud

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technologies will drive the regional market. Furthermore, organizations in the region are adopting HR analytics to develop a data-driven talent strategy. For instance, in October 2020, Tata Consultancy Services launched TCS Workforce Analytics, an AI-based unified system of insights and engagement for managers and employees, which enhanced workforce experience and productivity. The solution was designed to help enterprises with the talent management challenges of the digital era. These developments will further boost the regional market during the forecast period.

Key Market Players

Cegid

Crunchr

GainInsights

IBM Corp.

Infor

MicroStrategy Inc.

Oracle Corp.

Sage Software Solutions Pvt. Ltd.

SAP SE.

Sisense Inc.

Tableau Software, LLC.

UKG Inc.

Visier, Inc.

Workday, Inc.

Report Scope:

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In this report, the Global HR Analytics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

HR Analytics Market, By Solution:

- Employee Engagement & Development
- Payroll & Compensation
- Recruitment
- Retention
- Talent Analytics
- Workforce Planning
- Others

HR Analytics Market, By Deployment:

- Cloud
- On-premise

HR Analytics Market, By Enterprise Size:

- Large Enterprise
- Small & Medium Enterprise (SME)

HR Analytics Market, By End-use:

- Academia
- BFSI
- Government

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- Healthcare
- IT & Telecom
- Manufacturing
- Retail
- Others

HR Analytics Market, By Service:

- Implementation & Integration
- Support & Maintenance
- Training & Consulting

HR Analytics Market, By Region:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - France
  - United Kingdom
  - Italy
  - Germany

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- Spain
- Belgium

Asia-Pacific

- China
- India
- Japan
- Australia
- South Korea
- Indonesia
- Vietnam

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru

Middle East & Africa

- South Africa
- Saudi Arabia
- UAE

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Turkey

Israel

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global HR Analytics Market.

Available Customizations:

Global HR Analytics market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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