

# **Human Resource Technology Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Deployment (Cloud-Based, On-Premise), By Application (Payroll Management, Talent Management, Workforce Management, Recruitment, Others), By End-User (Telecom & IT, BFSI, Retail, Healthcare, Government, Others), By Region & Competition, 2019-2029F**

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## **Abstracts**

Global Human Resource Technology Market was valued at USD 38.4 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 10.6% through 2029. The global human resource technology market is experiencing rapid growth driven by the escalating adoption of digital solutions aimed at optimizing workforce management processes across industries worldwide. This surge is propelled by organizations' increasing focus on enhancing operational efficiency, employee engagement, and overall productivity through innovative HR technologies. Key trends include the integration of artificial intelligence (AI) and machine learning (ML) to automate routine HR tasks such as recruitment, onboarding, and performance management, thereby freeing up HR professionals to concentrate on strategic initiatives. Cloud-based HR solutions continue to gain traction due to their scalability, flexibility, and cost-effectiveness, allowing businesses of all sizes to access advanced HR functionalities without significant upfront investments in infrastructure. Moreover, the COVID-19 pandemic has accelerated the adoption of remote work solutions and digital HR tools, further bolstering market growth. As businesses navigate evolving workforce dynamics and seek to maintain competitive advantage, investment in HR technology remains crucial for driving organizational agility and ensuring alignment with emerging

workplace trends.

## Key Market Drivers

### Shift Towards Cloud-Based Solutions

The global human resource technology market is significantly influenced by the increasing adoption of cloud-based HR solutions. This shift is driven by several factors that collectively enhance the efficiency and flexibility of HR operations across organizations. Cloud-based HR technology offers scalability, allowing businesses to easily adjust their HR systems as their workforce grows or business needs change. It eliminates the need for on-premises hardware and infrastructure, reducing upfront costs and maintenance efforts. Moreover, cloud solutions provide real-time accessibility, enabling HR professionals and employees to access critical HR information and tools from anywhere, fostering remote work capabilities and improving collaboration among geographically dispersed teams.

Another critical driver behind the adoption of cloud-based HR technology is its ability to streamline HR processes through automation. Modern cloud HR systems integrate advanced features such as AI and machine learning, enabling automation of routine tasks like payroll processing, employee scheduling, and performance management. This automation not only reduces manual workload for HR teams but also minimizes errors and enhances data accuracy, ensuring compliance with regulatory requirements. Cloud-based HR solutions facilitate better data management and analytics capabilities. By centralizing HR data in a secure cloud environment, organizations can derive actionable insights from employee metrics, performance indicators, and workforce trends. These insights empower HR leaders to make informed decisions related to talent acquisition, retention strategies, and workforce planning, thereby driving organizational success and competitive advantage in a rapidly evolving market landscape.

### Integration of Artificial Intelligence and Machine Learning

The integration of artificial intelligence (AI) and machine learning (ML) technologies is a significant driver shaping the global human resource technology market. AI and ML are revolutionizing HR processes by enabling predictive analytics, personalized employee experiences, and enhanced decision-making capabilities. One of the key applications of AI in HR technology is predictive analytics for talent management. By analyzing historical data on employee performance, turnover rates, and recruitment patterns, AI-

driven algorithms can predict future workforce trends and identify potential talent gaps. This proactive approach allows HR departments to develop strategic hiring and retention strategies, ultimately improving overall workforce productivity and organizational performance.

AI-powered recruitment tools are transforming the talent acquisition process by automating resume screening, candidate sourcing, and interview scheduling. These tools use natural language processing (NLP) and sentiment analysis to evaluate candidate suitability based on skills, experience, and cultural fit, thereby reducing recruitment bias and optimizing the hiring process. AI-driven chatbots and virtual assistants are also being deployed in HR to provide instant responses to employee queries related to benefits, policies, and training opportunities, enhancing employee engagement and satisfaction. Machine learning algorithms are enhancing the accuracy and efficiency of performance management systems by analyzing employee performance data in real-time. ML models can identify patterns, trends, and anomalies in performance metrics, enabling HR managers to provide targeted coaching, training, and development programs that align with individual career goals and organizational objectives.

### Emphasis on Employee Experience and Engagement

Employee experience and engagement have emerged as critical drivers influencing the global human resource technology market. In today's competitive landscape, organizations recognize that a positive employee experience is directly linked to higher productivity, lower turnover rates, and improved overall business performance. HR technology plays a pivotal role in enhancing employee experience by facilitating seamless interactions, personalized communication, and meaningful feedback mechanisms throughout the employee lifecycle. Modern HR technology solutions enable organizations to create a digital workplace where employees can access self-service portals for tasks such as requesting leave, updating personal information, and accessing training resources. This self-service capability not only empowers employees by providing them with greater autonomy but also reduces administrative burden on HR teams, allowing them to focus on strategic initiatives.

Advanced HR platforms incorporate employee engagement tools such as pulse surveys, social recognition systems, and feedback mechanisms to gauge employee sentiment and satisfaction levels. Real-time analytics generated from these tools enable HR leaders to identify areas for improvement and implement targeted interventions to boost employee morale and retention. By fostering a culture of continuous feedback and

recognition, organizations can strengthen employee engagement, promote a sense of belonging, and ultimately drive performance excellence. HR technology facilitates personalized employee development plans and career pathing initiatives based on individual skills, competencies, and career aspirations. Machine learning algorithms analyze employee performance data and recommend tailored learning opportunities, mentorship programs, and job rotations that align with employees' professional growth objectives. This personalized approach not only enhances employee engagement but also promotes talent retention by demonstrating a commitment to employees' long-term career development within the organization.

## Regulatory Compliance and Data Security

Regulatory compliance and data security considerations are fundamental drivers influencing the adoption and evolution of human resource technology solutions globally. As data privacy regulations become more stringent worldwide, organizations are increasingly seeking HR technology platforms that ensure compliance with local and international data protection laws such as GDPR (General Data Protection Regulation) in Europe and CCPA (California Consumer Privacy Act) in the United States. Modern HR technology solutions incorporate robust data encryption protocols, access controls, and audit trails to safeguard sensitive employee information, ensuring confidentiality and integrity of data throughout its lifecycle. Cloud-based HR systems offer secure data storage and transmission capabilities, enabling organizations to mitigate risks associated with data breaches and cyber threats.

Compliance-focused HR technology solutions include built-in features for managing regulatory requirements related to employee data handling, such as consent management, data subject access requests (DSARs), and data retention policies. Automated compliance workflows streamline auditing processes and facilitate timely reporting to regulatory authorities, reducing administrative burdens on HR teams and ensuring adherence to legal obligations. Advancements in AI and machine learning enable HR technology platforms to conduct real-time risk assessments and anomaly detection to proactively identify and mitigate potential compliance issues. Predictive analytics capabilities allow organizations to anticipate regulatory changes and implement necessary adjustments to HR policies and practices in a timely manner.

## Key Market Challenges

### Integration Complexity and Legacy Systems

The global human resource technology market is the complexity of integrating new HR technologies with existing legacy systems. Many organizations operate with outdated HR systems that may lack interoperability with modern cloud-based solutions or AI-driven platforms. This integration complexity arises from differences in data formats, protocols, and functionalities between legacy systems and newer HR technologies. As a result, organizations often encounter obstacles when attempting to migrate data, synchronize processes, and ensure seamless communication across integrated HR systems. Legacy systems may pose security risks and compliance challenges, particularly when handling sensitive employee information in accordance with evolving data privacy regulations. Ensuring data integrity and maintaining compliance with regulatory requirements while integrating disparate HR systems requires meticulous planning, robust security measures, and effective change management strategies. Organizations must invest in middleware solutions, API integrations, and data migration tools to facilitate smooth transitions and minimize disruption to HR operations during system upgrades or implementations.

The complexity of integrating HR technologies extends beyond technical considerations to encompass organizational culture and stakeholder alignment. Resistance to change, lack of executive buy-in, and insufficient training programs can hinder adoption and utilization of new HR technologies, impacting overall ROI and effectiveness. Successful integration efforts require collaboration between IT teams, HR professionals, and key stakeholders to address interoperability challenges, streamline workflows, and leverage synergies between existing and emerging HR systems.

### Data Privacy and Compliance

Data privacy and compliance present significant challenges for the global human resource technology market, particularly as regulatory frameworks continue to evolve and tighten worldwide. HR departments manage vast amounts of sensitive employee data, including personal information, payroll details, performance reviews, and health records. Ensuring the confidentiality, integrity, and lawful processing of this data is crucial to maintaining trust with employees and complying with stringent data protection laws such as GDPR (General Data Protection Regulation) in Europe and CCPA (California Consumer Privacy Act) in the United States. One of the key challenges organizations face is navigating the complexities of cross-border data transfers while adhering to diverse international data privacy regulations. Global enterprises with operations in multiple jurisdictions must implement data localization policies, encryption protocols, and contractual safeguards to protect employee data and mitigate legal risks associated with data sovereignty requirements.

The rapid proliferation of HR technologies, including cloud-based platforms and AI-driven analytics tools, introduces new complexities in data governance and compliance. Organizations must conduct thorough privacy impact assessments (PIAs) to identify potential risks, assess data processing activities, and implement appropriate measures to safeguard employee privacy rights. Transparent data management practices, consent management frameworks, and robust data breach response plans are essential components of a comprehensive data privacy strategy. Achieving compliance with evolving data privacy regulations requires ongoing monitoring of legal developments, industry standards, and regulatory guidance. HR technology vendors and service providers must demonstrate adherence to privacy-by-design principles, implement data minimization practices, and provide transparent disclosures regarding data processing activities to build trust and accountability with customers and stakeholders.

### Cybersecurity Risks and Data Breaches

Cybersecurity risks and data breaches pose significant challenges to the global human resource technology market, as organizations increasingly rely on digital HR platforms to manage sensitive employee information and critical business processes. HR departments store a wealth of confidential data, including payroll details, performance evaluations, and personally identifiable information (PII), making them attractive targets for cyber attackers seeking to exploit vulnerabilities in HR systems. One of the primary cybersecurity challenges is the threat of phishing attacks and social engineering tactics aimed at compromising employee credentials and gaining unauthorized access to HR databases. Malicious actors may exploit weaknesses in employee training programs or exploit gaps in system security protocols to infiltrate HR systems and exfiltrate sensitive data for financial gain or malicious purposes.

The rise of remote work and bring-your-own-device (BYOD) policies has expanded the attack surface for cyber threats targeting HR technology. Mobile devices, unsecured Wi-Fi networks, and personal email accounts used for work-related communications pose additional risks of data leakage and unauthorized access to confidential HR information. Organizations must implement robust endpoint security measures, encryption protocols, and multi-factor authentication (MFA) to protect sensitive data both at rest and in transit. Compliance with data protection regulations such as GDPR requires organizations to report data breaches promptly, notify affected individuals, and mitigate risks to prevent further unauthorized access or data loss. Effective incident response plans and cybersecurity incident management frameworks are essential for minimizing the impact of data breaches on employee trust, organizational reputation, and regulatory

compliance obligations.

## Talent Shortages and Skills Gap in HR Technology

A critical challenge facing the global human resource technology market is the shortage of skilled professionals with expertise in HR technology and data analytics. As organizations increasingly adopt advanced HR technologies, such as AI-driven recruitment tools, predictive analytics platforms, and integrated HR management systems, there is a growing demand for HR professionals who possess technical competencies in data interpretation, system integration, and software implementation. The skills gap is exacerbated by rapid technological advancements and evolving job roles within HR departments, requiring professionals to continuously upskill and adapt to changing industry trends. Many organizations struggle to attract and retain qualified HR technology specialists capable of maximizing the value of digital tools and driving innovation in workforce management strategies.

## Key Market Trends

### Adoption of AI and Machine Learning in HR Technology

One of the prominent trends shaping the global human resource technology market is the widespread adoption of artificial intelligence (AI) and machine learning (ML) capabilities across HR functions. AI and ML technologies are revolutionizing traditional HR practices by automating routine tasks, predicting workforce trends, and enhancing decision-making processes. In recruitment, AI-powered tools streamline candidate sourcing, resume screening, and interview scheduling, significantly reducing time-to-hire and improving the quality of hires by identifying candidates who best fit job requirements and organizational culture. ML algorithms analyze historical hiring data to identify patterns and predict candidate success, enabling recruiters to make data-driven hiring decisions and optimize recruitment strategies.

Beyond recruitment, AI and ML are transforming employee management and development. Predictive analytics models assess employee performance metrics, identify factors contributing to productivity, and predict future performance trends. This enables HR professionals to proactively address performance issues, personalize employee development plans, and implement targeted training programs that align with individual career aspirations and organizational goals. AI-driven chatbots and virtual assistants enhance employee engagement by providing real-time responses to HR inquiries, facilitating self-service options for tasks such as benefits enrollment, leave

requests, and policy inquiries. AI and ML technologies enable predictive workforce planning by forecasting future talent needs based on turnover rates, retirement trends, and skills gaps. This proactive approach allows organizations to develop succession plans, talent pipelines, and workforce strategies that anticipate business demands and mitigate talent shortages. As AI continues to evolve, its integration with HR technology is expected to drive innovation, improve operational efficiency, and enhance employee experiences across diverse industries.

### Rise of Remote Work Solutions

The global shift towards remote work in response to the COVID-19 pandemic has accelerated the adoption of remote work solutions within the human resource technology market. Organizations are increasingly investing in cloud-based HR platforms, collaboration tools, and digital communication systems to support remote workforces and enable seamless virtual collaboration. Cloud-based HR solutions offer scalability, flexibility, and accessibility, allowing employees to access HR services, submit requests, and participate in virtual training sessions from anywhere with an internet connection.

Remote work solutions also encompass digital onboarding processes that enable new hires to complete paperwork, receive training materials, and engage with colleagues remotely. AI-powered chatbots and virtual assistants automate onboarding tasks, answer employee questions, and facilitate integration into company culture, thereby enhancing the overall employee experience and retention rates. Moreover, digital performance management tools enable managers to set goals, provide feedback, and conduct performance reviews remotely, ensuring continuity in employee development and performance evaluation processes. The rise of remote work has prompted organizations to prioritize cybersecurity measures to protect sensitive HR data transmitted over remote networks. Secure access controls, encryption protocols, and endpoint security solutions are essential components of remote work solutions, safeguarding employee information and mitigating risks of data breaches. Compliance with data privacy regulations, such as GDPR and CCPA, remains critical for organizations managing remote workforces and remote HR operations.

### Emphasis on Employee Well-being and Engagement

A significant trend in the global human resource technology market is the increasing emphasis on employee well-being and engagement through digital HR solutions. Organizations are prioritizing initiatives that promote work-life balance, mental health

support, and overall employee wellness to enhance productivity, reduce turnover rates, and foster a positive workplace culture. HR technology platforms are incorporating wellness programs, mindfulness apps, and virtual health resources to support employee wellness initiatives and promote a healthy work environment. Digital employee engagement tools play a crucial role in maintaining connection and morale among dispersed or remote teams. Social recognition platforms, employee feedback systems, and virtual team-building activities facilitate ongoing communication, recognition of achievements, and collaboration across geographically distributed workforces. These tools foster a sense of belonging and strengthen employee engagement, contributing to higher job satisfaction and retention rates.

HR technology enables organizations to gather real-time feedback through pulse surveys and sentiment analysis tools to gauge employee sentiment, identify areas of concern, and implement responsive action plans. By leveraging AI-driven analytics, HR leaders can analyze employee feedback data to uncover trends, anticipate employee needs, and proactively address workplace challenges that impact morale and productivity. The integration of AI and wearable technology in HR solutions allows organizations to monitor employee well-being metrics such as stress levels, physical activity, and sleep patterns. These insights enable HR professionals to tailor wellness programs, ergonomic improvements, and health interventions that promote overall employee health and performance.

### Enhanced Focus on Diversity, Equity, and Inclusion (DEI)

An emerging trend shaping the global human resource technology market is the enhanced focus on diversity, equity, and inclusion (DEI) initiatives supported by advanced HR technologies. Organizations are leveraging HR technology platforms to implement data-driven strategies that promote diversity in hiring practices, mitigate bias in recruitment processes, and foster inclusive workplace cultures that celebrate differences and promote equality. AI-powered recruitment tools and applicant tracking systems (ATS) incorporate algorithms designed to mitigate unconscious bias in job postings, resume screening, and candidate selection processes. These tools analyze language patterns, qualifications, and skills without regard to demographic information, enabling recruiters to identify and attract diverse talent pools based on merit and job fit. Additionally, diversity analytics dashboards provide HR leaders with actionable insights into workforce demographics, representation gaps, and diversity metrics, enabling them to track progress towards DEI goals and identify areas for improvement.

HR technology facilitates inclusive talent management practices through personalized

career development plans, mentoring programs, and leadership development initiatives tailored to support diverse talent within the organization. AI-driven learning platforms recommend learning paths and development opportunities based on individual strengths, interests, and career aspirations, empowering employees to advance professionally and contribute to organizational success. Digital diversity and inclusion training programs utilize immersive learning experiences, virtual simulations, and interactive modules to educate employees on unconscious bias, cultural competence, and inclusive communication practices. These initiatives foster awareness, empathy, and understanding among employees, creating a more inclusive workplace culture where diverse perspectives are valued and respected.

## Segmental Insights

### End-User Insights

The BFSI (Banking, Financial Services, and Insurance) sector dominated the global Human Resource Technology (HRT) market and is expected to maintain its dominance during the forecast period. The BFSI industry has been a frontrunner in adopting advanced HR technologies to optimize workforce management, enhance operational efficiency, and comply with regulatory requirements. Key factors driving the dominance of BFSI in the HRT market include stringent regulatory compliance mandates, complex workforce dynamics, and the need for robust data security measures. HR technology solutions tailored for the BFSI sector encompass a wide range of applications including payroll management, talent acquisition, employee performance management, and regulatory reporting, all of which are critical for managing large and geographically dispersed workforces across global financial institutions. Moreover, as the BFSI sector undergoes digital transformation and embraces fintech innovations, there is a growing emphasis on AI-powered analytics, automation of HR processes, and personalized employee experiences to drive organizational agility and competitive advantage. Additionally, the COVID-19 pandemic accelerated the adoption of remote work solutions and virtual collaboration tools within the BFSI sector, further fueling the demand for cloud-based HRT solutions that support flexible work arrangements and ensure business continuity. As the BFSI industry continues to prioritize innovation, regulatory compliance, and customer-centric strategies, the dominance of this sector in the global HRT market is expected to persist, supported by ongoing investments in technology infrastructure, talent management initiatives, and digital transformation efforts aimed at sustaining growth and resilience in a rapidly evolving market landscape.

## Application Insights

The talent management application segment dominated the global Human Resource Technology (HRT) market and is expected to maintain its dominance during the forecast period. Talent management encompasses a wide range of HR activities focused on attracting, developing, and retaining skilled employees within an organization. This segment includes functionalities such as performance management, learning and development, succession planning, and employee engagement initiatives, all of which are critical for nurturing a high-performing workforce. The dominance of talent management in the HRT market is driven by organizations' increasing emphasis on strategic human capital management to drive organizational growth and competitive advantage. Effective talent management solutions enable HR professionals to align employee skills with business goals, identify high-potential talent, and implement targeted development programs that enhance workforce productivity and engagement. Moreover, as the global economy evolves and competition for top talent intensifies, organizations are prioritizing investments in talent management technologies that enable personalized career development, continuous feedback mechanisms, and data-driven decision-making. Additionally, the integration of artificial intelligence (AI) and machine learning (ML) capabilities in talent management applications enhances predictive analytics for workforce planning, identifies trends in employee performance, and supports proactive talent acquisition strategies. As organizations navigate the complexities of talent acquisition and retention in a competitive market landscape, the dominance of talent management applications in the HRT market is expected to persist, driven by ongoing advancements in technology, evolving workforce expectations, and the strategic imperative to optimize human capital investments for sustainable growth.

## Regional Insights

North America dominated the global Human Resource Technology (HRT) market and is expected to maintain its dominance during the forecast period. The region's leadership is driven by several factors, including a strong presence of established HRT vendors, high adoption rates of advanced technologies, and robust investments in digital transformation initiatives across various industries. North America benefits from a mature market ecosystem characterized by widespread adoption of cloud-based HRT solutions, AI-driven analytics, and integrated HR management platforms that cater to diverse organizational needs from small businesses to large enterprises. Moreover, the region's regulatory environment promotes innovation in data privacy and cybersecurity measures, ensuring compliance with stringent regulations such as GDPR and CCPA. The COVID-19 pandemic accelerated the shift towards remote work and virtual collaboration tools in North America, further boosting the demand for cloud-based HR

technologies that support flexible work arrangements and enhance employee engagement. Additionally, North American organizations prioritize investments in talent management, learning and development, and employee well-being initiatives, driving the adoption of AI-powered HR solutions that optimize recruitment processes, streamline payroll management, and improve workforce productivity. As North America continues to lead in technological innovation, regulatory compliance, and strategic HR investments, its dominance in the global HRT market is expected to endure, supported by ongoing advancements in digital infrastructure, evolving workforce dynamics, and a commitment to driving organizational resilience and competitive advantage in a rapidly evolving global marketplace.

### Key Market Players

ADP, Inc.

SAP SE

Oracle Corporation

Workday, Inc.

IBM Corporation

Microsoft Corporation

Paycom Payroll LLC

Dayforce, Inc.

Sage Group plc

Salesforce Inc.

### Report Scope:

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

## Human Resource Technology Market, By End-User:

Telecom & IT

BFSI

Retail

Healthcare

Government

Others

## Human Resource Technology Market, By Deployment:

Cloud-Based

On-Premise

## Human Resource Technology Market, By Application:

Payroll Management

Talent Management

Workforce Management

Recruitment

Others

## Human Resource Technology Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

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

Turkey

Israel

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Human Resource Technology Market.

## Available Customizations:

Global Human Resource Technology market report with the given market data, TechSci 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
  - 2.5.1. Secondary Research
  - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
  - 2.6.1. The Bottom-Up Approach
  - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
  - 2.8.1. Data Triangulation & Validation

### **3. EXECUTIVE SUMMARY**

### **4. IMPACT OF COVID-19 ON GLOBAL HUMAN RESOURCE TECHNOLOGY MARKET**

### **5. VOICE OF CUSTOMER**

### **6. GLOBAL HUMAN RESOURCE TECHNOLOGY MARKET OVERVIEW**

### **7. GLOBAL HUMAN RESOURCE TECHNOLOGY MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value

## 7.2. Market Share & Forecast

### 7.2.1. By Deployment (Cloud-Based, On-Premise)

### 7.2.2. By Application (Payroll Management, Talent Management, Workforce Management, Recruitment, Others)

### 7.2.3. By End-User (Telecom & IT, BFSI, Retail, Healthcare, Government, Others)

### 7.2.4. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)

## 7.3. By Company (2023)

## 7.4. Market Map

# 8. NORTH AMERICA HUMAN RESOURCE TECHNOLOGY MARKET OUTLOOK

## 8.1. Market Size & Forecast

### 8.1.1. By Value

## 8.2. Market Share & Forecast

### 8.2.1. By Deployment

### 8.2.2. By Application

### 8.2.3. By End-User

### 8.2.4. By Country

## 8.3. North America: Country Analysis

### 8.3.1. United States Human Resource Technology Market Outlook

#### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

#### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Deployment

##### 8.3.1.2.2. By Application

##### 8.3.1.2.3. By End-User

### 8.3.2. Canada Human Resource Technology Market Outlook

#### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

#### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Deployment

##### 8.3.2.2.2. By Application

##### 8.3.2.2.3. By End-User

### 8.3.3. Mexico Human Resource Technology Market Outlook

#### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

#### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Deployment

8.3.3.2.2. By Application

8.3.3.2.3. By End-User

## **9. EUROPE HUMAN RESOURCE TECHNOLOGY MARKET OUTLOOK**

### **9.1. Market Size & Forecast**

#### **9.1.1. By Value**

### **9.2. Market Share & Forecast**

#### **9.2.1. By Deployment**

#### **9.2.2. By Application**

#### **9.2.3. By End-User**

#### **9.2.4. By Country**

### **9.3. Europe: Country Analysis**

#### **9.3.1. Germany Human Resource Technology Market Outlook**

##### **9.3.1.1. Market Size & Forecast**

###### **9.3.1.1.1. By Value**

##### **9.3.1.2. Market Share & Forecast**

###### **9.3.1.2.1. By Deployment**

###### **9.3.1.2.2. By Application**

###### **9.3.1.2.3. By End-User**

#### **9.3.2. France Human Resource Technology Market Outlook**

##### **9.3.2.1. Market Size & Forecast**

###### **9.3.2.1.1. By Value**

##### **9.3.2.2. Market Share & Forecast**

###### **9.3.2.2.1. By Deployment**

###### **9.3.2.2.2. By Application**

###### **9.3.2.2.3. By End-User**

#### **9.3.3. United Kingdom Human Resource Technology Market Outlook**

##### **9.3.3.1. Market Size & Forecast**

###### **9.3.3.1.1. By Value**

##### **9.3.3.2. Market Share & Forecast**

###### **9.3.3.2.1. By Deployment**

###### **9.3.3.2.2. By Application**

###### **9.3.3.2.3. By End-User**

#### **9.3.4. Italy Human Resource Technology Market Outlook**

##### **9.3.4.1. Market Size & Forecast**

###### **9.3.4.1.1. By Value**

##### **9.3.4.2. Market Share & Forecast**

###### **9.3.4.2.1. By Deployment**

- 9.3.4.2.2. By Application
- 9.3.4.2.3. By End-User
- 9.3.5. Spain Human Resource Technology Market Outlook
  - 9.3.5.1. Market Size & Forecast
    - 9.3.5.1.1. By Value
  - 9.3.5.2. Market Share & Forecast
    - 9.3.5.2.1. By Deployment
    - 9.3.5.2.2. By Application
    - 9.3.5.2.3. By End-User
- 9.3.6. Belgium Human Resource Technology Market Outlook
  - 9.3.6.1. Market Size & Forecast
    - 9.3.6.1.1. By Value
  - 9.3.6.2. Market Share & Forecast
    - 9.3.6.2.1. By Deployment
    - 9.3.6.2.2. By Application
    - 9.3.6.2.3. By End-User

## **10. SOUTH AMERICA HUMAN RESOURCE TECHNOLOGY MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Deployment
  - 10.2.2. By Application
  - 10.2.3. By End-User
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Human Resource Technology Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Deployment
      - 10.3.1.2.2. By Application
      - 10.3.1.2.3. By End-User
  - 10.3.2. Colombia Human Resource Technology Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Deployment

- 10.3.2.2.2. By Application
- 10.3.2.2.3. By End-User
- 10.3.3. Argentina Human Resource Technology Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Deployment
    - 10.3.3.2.2. By Application
    - 10.3.3.2.3. By End-User
- 10.3.4. Chile Human Resource Technology Market Outlook
  - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Value
  - 10.3.4.2. Market Share & Forecast
    - 10.3.4.2.1. By Deployment
    - 10.3.4.2.2. By Application
    - 10.3.4.2.3. By End-User
- 10.3.5. Peru Human Resource Technology Market Outlook
  - 10.3.5.1. Market Size & Forecast
    - 10.3.5.1.1. By Value
  - 10.3.5.2. Market Share & Forecast
    - 10.3.5.2.1. By Deployment
    - 10.3.5.2.2. By Application
    - 10.3.5.2.3. By End-User

## **11. MIDDLE EAST & AFRICA HUMAN RESOURCE TECHNOLOGY MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Deployment
  - 11.2.2. By Application
  - 11.2.3. By End-User
  - 11.2.4. By Country
- 11.3. Middle East & Africa: Country Analysis
  - 11.3.1. Saudi Arabia Human Resource Technology Market Outlook
    - 11.3.1.1. Market Size & Forecast
      - 11.3.1.1.1. By Value
    - 11.3.1.2. Market Share & Forecast

- 11.3.1.2.1. By Deployment
- 11.3.1.2.2. By Application
- 11.3.1.2.3. By End-User
- 11.3.2. UAE Human Resource Technology Market Outlook
  - 11.3.2.1. Market Size & Forecast
    - 11.3.2.1.1. By Value
  - 11.3.2.2. Market Share & Forecast
    - 11.3.2.2.1. By Deployment
    - 11.3.2.2.2. By Application
    - 11.3.2.2.3. By End-User
- 11.3.3. South Africa Human Resource Technology Market Outlook
  - 11.3.3.1. Market Size & Forecast
    - 11.3.3.1.1. By Value
  - 11.3.3.2. Market Share & Forecast
    - 11.3.3.2.1. By Deployment
    - 11.3.3.2.2. By Application
    - 11.3.3.2.3. By End-User
- 11.3.4. Turkey Human Resource Technology Market Outlook
  - 11.3.4.1. Market Size & Forecast
    - 11.3.4.1.1. By Value
  - 11.3.4.2. Market Share & Forecast
    - 11.3.4.2.1. By Deployment
    - 11.3.4.2.2. By Application
    - 11.3.4.2.3. By End-User
- 11.3.5. Israel Human Resource Technology Market Outlook
  - 11.3.5.1. Market Size & Forecast
    - 11.3.5.1.1. By Value
  - 11.3.5.2. Market Share & Forecast
    - 11.3.5.2.1. By Deployment
    - 11.3.5.2.2. By Application
    - 11.3.5.2.3. By End-User

## **12. ASIA PACIFIC HUMAN RESOURCE TECHNOLOGY MARKET OUTLOOK**

- 12.1. Market Size & Forecast
  - 12.1.1. By Value
- 12.2. Market Share & Forecast
  - 12.2.1. By Deployment
  - 12.2.2. By Application

12.2.3. By End-User

12.2.4. By Country

12.3. Asia-Pacific: Country Analysis

12.3.1. China Human Resource Technology Market Outlook

12.3.1.1. Market Size & Forecast

12.3.1.1.1. By Value

12.3.1.2. Market Share & Forecast

12.3.1.2.1. By Deployment

12.3.1.2.2. By Application

12.3.1.2.3. By End-User

12.3.2. India Human Resource Technology Market Outlook

12.3.2.1. Market Size & Forecast

12.3.2.1.1. By Value

12.3.2.2. Market Share & Forecast

12.3.2.2.1. By Deployment

12.3.2.2.2. By Application

12.3.2.2.3. By End-User

12.3.3. Japan Human Resource Technology Market Outlook

12.3.3.1. Market Size & Forecast

12.3.3.1.1. By Value

12.3.3.2. Market Share & Forecast

12.3.3.2.1. By Deployment

12.3.3.2.2. By Application

12.3.3.2.3. By End-User

12.3.4. South Korea Human Resource Technology Market Outlook

12.3.4.1. Market Size & Forecast

12.3.4.1.1. By Value

12.3.4.2. Market Share & Forecast

12.3.4.2.1. By Deployment

12.3.4.2.2. By Application

12.3.4.2.3. By End-User

12.3.5. Australia Human Resource Technology Market Outlook

12.3.5.1. Market Size & Forecast

12.3.5.1.1. By Value

12.3.5.2. Market Share & Forecast

12.3.5.2.1. By Deployment

12.3.5.2.2. By Application

12.3.5.2.3. By End-User

12.3.6. Indonesia Human Resource Technology Market Outlook

- 12.3.6.1. Market Size & Forecast
  - 12.3.6.1.1. By Value
- 12.3.6.2. Market Share & Forecast
  - 12.3.6.2.1. By Deployment
  - 12.3.6.2.2. By Application
  - 12.3.6.2.3. By End-User
- 12.3.7. Vietnam Human Resource Technology Market Outlook
  - 12.3.7.1. Market Size & Forecast
    - 12.3.7.1.1. By Value
  - 12.3.7.2. Market Share & Forecast
    - 12.3.7.2.1. By Deployment
    - 12.3.7.2.2. By Application
    - 12.3.7.2.3. By End-User

## **13. MARKET DYNAMICS**

- 13.1. Drivers
- 13.2. Challenges

## **14. MARKET TRENDS AND DEVELOPMENTS**

## **15. COMPANY PROFILES**

- 15.1. ADP, Inc.
  - 15.1.1. Business Overview
  - 15.1.2. Key Revenue and Financials
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel/Key Contact Person
  - 15.1.5. Key Product/Services Offered
- 15.2. SAP SE
  - 15.2.1. Business Overview
  - 15.2.2. Key Revenue and Financials
  - 15.2.3. Recent Developments
  - 15.2.4. Key Personnel/Key Contact Person
  - 15.2.5. Key Product/Services Offered
- 15.3. Oracle Corporation
  - 15.3.1. Business Overview
  - 15.3.2. Key Revenue and Financials
  - 15.3.3. Recent Developments

- 15.3.4. Key Personnel/Key Contact Person
- 15.3.5. Key Product/Services Offered
- 15.4. Workday, Inc.
  - 15.4.1. Business Overview
  - 15.4.2. Key Revenue and Financials
  - 15.4.3. Recent Developments
  - 15.4.4. Key Personnel/Key Contact Person
  - 15.4.5. Key Product/Services Offered
- 15.5. IBM Corporation
  - 15.5.1. Business Overview
  - 15.5.2. Key Revenue and Financials
  - 15.5.3. Recent Developments
  - 15.5.4. Key Personnel/Key Contact Person
  - 15.5.5. Key Product/Services Offered
- 15.6. Microsoft Corporation
  - 15.6.1. Business Overview
  - 15.6.2. Key Revenue and Financials
  - 15.6.3. Recent Developments
  - 15.6.4. Key Personnel/Key Contact Person
  - 15.6.5. Key Product/Services Offered
- 15.7. Paycom Payroll LLC
  - 15.7.1. Business Overview
  - 15.7.2. Key Revenue and Financials
  - 15.7.3. Recent Developments
  - 15.7.4. Key Personnel/Key Contact Person
  - 15.7.5. Key Product/Services Offered
- 15.8. Dayforce, Inc.
  - 15.8.1. Business Overview
  - 15.8.2. Key Revenue and Financials
  - 15.8.3. Recent Developments
  - 15.8.4. Key Personnel/Key Contact Person
  - 15.8.5. Key Product/Services Offered
- 15.9. Sage Group plc
  - 15.9.1. Business Overview
  - 15.9.2. Key Revenue and Financials
  - 15.9.3. Recent Developments
  - 15.9.4. Key Personnel/Key Contact Person
  - 15.9.5. Key Product/Services Offered
- 15.10. Salesforce Inc.

- 15.10.1. Business Overview
- 15.10.2. Key Revenue and Financials
- 15.10.3. Recent Developments
- 15.10.4. Key Personnel/Key Contact Person
- 15.10.5. Key Product/Services Offered

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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