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Robotic Process Automation (RPA) Market – Global Industry Size, Share, Trends, Opportunity, and Forecast. Segmented By Component (Software, Service ((Consulting, Implementing, Training)), By Deployment (On-Premises and Cloud), By Enterprise Size (Large Enterprise, Small & Medium Enterprise), By End User (BFSI, IT & Telecommunications, Retail, Healthcare, Retail, and Others), By Region & Competition, 2021-2031F

https://marketpublishers.com/r/R04D2CCD648FEN.html
Date: May 2026
Pages: 182
Price: US$ 4,500.00 (Single User License)
ID: R04D2CCD648FEN

Abstracts

The Global Robotic Process Automation (RPA) Market is anticipated to expand from USD 23.78 billion in 2025 to USD 67.46 billion by 2031, reflecting a compound annual growth rate of 18.98%. RPA utilizes software bots to emulate human actions within digital frameworks, automating routine, rule-based duties to improve operational efficiency. This expansion is largely fueled by a growing need across various sectors to cut costs and streamline workflows. Additionally, incorporating cutting-edge technologies like cloud computing, machine learning, and Artificial Intelligence greatly enhances RPA capabilities, paving the way for highly advanced automation tools.

Data released in late 2024 by the Association for Intelligent Information Management (AIIM) revealed that only 3% of businesses had successfully achieved advanced automation using RPA alongside AI or machine learning within their operational units. A major hurdle slowing market growth continues to be the difficulty of merging RPA tools with older legacy infrastructures. These outdated systems typically lack contemporary APIs, necessitating heavy customization and significant financial backing to function correctly.

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Market Driver

The rapid push toward digital transformation acts as a major catalyst for the Global Robotic Process Automation Market, with businesses increasingly focusing on thoroughly modernizing their operations. Organizations are compelled to adopt automation tools to boost agility, optimize resources, and encourage innovation throughout their corporate structures. This strategic evolution makes RPA a vital element for reaching digital maturity. A June 2025 report by TTMS noted that 94% of enterprises were engaged in digital initiatives, highlighting a massive commitment to operational modernization. Utilizing RPA helps these organizations refine workflows and ensures that tech investments deliver real-world advantages, transitioning from simple tech deployment to genuine process enhancement.

Another key factor propelling the market is the growing fusion of Artificial Intelligence and Machine Learning with RPA, which elevates automation far beyond simple rule-based activities. This combination empowers RPA systems to handle unstructured data, make cognitive choices, and adjust to changing business needs without continuous human oversight. According to a July 2025 Omdena report, businesses using machine learning-enabled RPA saw a 60% increase in task completion speed and an 86.7% drop in errors, illustrating the massive operational benefits of this synergy. This technological leap drives broad market expansion, evidenced by UiPath's Annualized Renewal Run-rate (ARR) rising 11% year-over-year to hit $1.853 billion by January 2026.

Market Challenge

A major obstacle hindering the growth of the Global Robotic Process Automation (RPA) Market is the complicated process of integrating RPA tools with older legacy systems. Numerous businesses still rely on antiquated IT frameworks that generally do not feature modern Application Programming Interfaces (APIs). Because these interfaces are missing, companies must commit to heavy financial investments and extensive custom modifications to allow RPA bots to communicate properly with their older software architectures.

Requiring such in-depth custom programming for system integration drives up costs, lengthens deployment schedules, and adds layers of complexity, directly slowing the widespread acceptance and scalability of RPA solutions. These integration barriers can drastically postpone rollouts, thereby reducing the projected return on investment for

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businesses aiming to automate. Highlighting this issue, industrial analysts referenced by Utthunga estimated that by 2026, global manufacturers will experience $50 billion in annual losses from unplanned downtime, largely driven by aging infrastructures incapable of connecting seamlessly with modern digital platforms. This emphasizes how a reliance on outdated systems acts as a direct financial roadblock to maximizing automation capabilities.

Market Trends

A major deployment trend in the industry is the prominent shift away from traditional on-premise setups toward cloud-based Robotic Process Automation and RPA-as-a-Service frameworks. This evolution provides businesses with greater flexibility, improved scalability, and lower IT infrastructure requirements, making automation viable for a more diverse array of companies. Cloud models enable faster rollouts and easier software updates, empowering organizations to swiftly adjust to shifting business demands while simplifying integration with other cloud-native systems. Demonstrating the strong demand for such platforms, UiPath's Annualized Renewal Run-rate (ARR) climbed by 11% year-over-year to achieve $1.853 billion by January 2026.

Additionally, the rise of low-code and no-code platforms is democratizing automation, moving RPA access far beyond highly trained IT professionals. These user-friendly platforms allow everyday business personnel, often called citizen developers, to build and implement their own automated workflows utilizing simple drag-and-drop tools and visual interfaces. This approach speeds up the creation of departmental automations and fosters a culture of innovation across entire organizations. The growing popularity of these accessible tools is evident in Microsoft's Power Platform, which reported 56 million monthly active users by May 2025, marking a 27% annual increase in people utilizing low-code features to solve operational issues and reduce the strain on dedicated IT departments.

Key Market Players

Automation Anywhere Inc.

Blue Prism Group PLC

UIPath Inc.

Nice Robotics Automation Ltd.

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Pegasystems Inc.

Jacada Inc.

Xerox Corporation

IPsoft, Inc.

Kofax Inc.

Datamatics Global Services Limited

Report Scope

In this report, the Global Robotic Process Automation (RPA) Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Robotic Process Automation (RPA) Market, By Component

Software

Service

Robotic Process Automation (RPA) Market, By Deployment

On-Premises

Cloud

Robotic Process Automation (RPA) Market, By Enterprise Size

Large Enterprise

Small & Medium Enterprise

Robotic Process Automation (RPA) Market, By End User

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BFSI

IT & Telecommunications

Retail

Healthcare

Retail

Others

Robotic Process Automation (RPA) Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

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India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Robotic Process Automation (RPA) Market.

Available Customizations:

Global Robotic Process Automation (RPA) 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).

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