

# **Middle East & Africa Customer Care BPO Market Forecast to 2028 -Regional Analysis - by Solution (Onshore Outsourcing, Offshore Outsourcing, and Nearshore Outsourcing) and End User (BFSI, IT and Telecommunication, Retail and E-Commerce, Manufacturing, Healthcare and Pharmaceutical, Transport and Logistics, Media and Communication, Automotive, and Others)**

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## **Abstracts**

The Middle East & Africa customer care BPO market is expected to grow from US\$ 1,986.49 million in 2023 to US\$ 2,618.71 million by 2028. It is estimated to grow at a CAGR of 5.7% from 2023 to 2028.

Progressive IT and Telecommunications sector in Middle East & Africa Customer Care BPO Market

The term BPO in the IT sector specifically refers to outsourcing non-core business processes such as human resources, finance and accounting, customer relationship management (CRM), and supply chain management. Moreover, the role of IT has changed with the rise of digital transformation and businesses moving online. Instead of merely delivering technology services, IT service providers are now expected to act as strategic partners that can help businesses to enhance their revenues. Business processes such as help desk support, IT infrastructure management, application development and management, business continuity and disaster recovery, digital marketing, data entry and processing, and customer relationship management can be outsourced. With the growing dependence of businesses on technology, the demand for

BPO services would continue to grow in the future. There has been a subtle increase in demand of BPO services for IT services after the COVID-19 pandemic. These services ensure business continuity and pliability. BPO service companies provide intelligent solutions by aiding better insights and problem-solving abilities. According to a blog by Shortlister, 57% of companies preferred outsourcing to concentrate on core issues, operations, and activities in 2021. There is a rise in spending on deploying 5G infrastructures due to the shift in customer inclination toward next-generation technologies, and smartphone devices. Therefore, the ongoing proliferation of the IT sector provides lucrative growth opportunities for the customer care BPO market growth.

### Middle East & Africa Customer Care BPO Market Overview

The MEA region includes South Africa, Saudi Arabia, UAE, and the Rest of MEA. The region is anticipated to witness increased commercialization and industrialization, specifically in the Gulf countries. The Gulf countries are economically developed, in contrast to the African nations, which are yet to attain the economic conditions of the Gulf countries and lag far behind. Urbanization in the Middle East is transforming countries' outlooks, promoting the adoption of advanced technologies and growth of various business verticals. Many multinational companies are based in the UAE, Qatar, Kuwait, and Saudi Arabia. The strong financial system and attractive lending options for start-ups have been fueling the growth of businesses in the UAE specifically. Government initiatives and the region's aim to reduce its reliance on the oil industry ensure increased investment in other sectors. This would bring more favorable opportunities for telecommunication, software companies, and other private sectors in the future. Few IT service providers concerning value-added services are now adopting advanced technologies such as artificial intelligence (AI) and cloud-based solutions, along with providing voice services to clients. Middle Eastern countries are witnessing huge opportunities for the BPO industry.

Exhibit: Middle East & Africa Customer Care BPO market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Customer Care BPO market Segmentation

The Middle East & Africa customer care BPO market is segmented on the basis of solution, end user, and country. On the basis of solution, the Middle East & Africa customer care BPO market is segmented into nearshore outsourcing, onshore outsourcing, and offshore outsourcing. The nearshore outsourcing segment registered

the largest market share in 2023.

Based on end user, the Middle East & Africa customer care BPO market is further segmented into oil & gas, IT & telecom, power & utility, and others. The IT & telecom segment registered the largest market share in 2023.

Based on country, the Middle East & Africa customer care BPO market is segmented into South Africa, Saudi Arabia, UAE, and the Rest of Middle East & Africa. Rest of Middle East & Africa dominated the market share in 2023.

Alorica Inc, Comdata SpA, Concentrix Corp, Foundever Operating Corp, Teleperformance SE, Telus International Cda Inc, TTEC Holdings Inc, and Webhelp Inc are the leading companies operating in the Middle East & Africa customer care BPO market.

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