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Middle East & Africa Time Tracking Solution Market Forecast to 2030 - Regional Analysis - by Deployment (On-Premise and Cloud), Organization Size (Small & Medium Enterprises and Large Enterprises), and Application (Tracking and Reporting, Payroll, and Project Management)

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Abstracts

The Middle East & Africa time tracking solution market was valued at US$ 226.73 million in 2022 and is expected to reach US$ 1,142.59 million by 2030; it is estimated to grow at a CAGR of 22.4% from 2022 to 2030.

Introduction of AI-Based Time Tracking Solution Fuels Middle East & Africa Time Tracking Solution Market

Time-tracking technologies with AI capabilities can examine historical data to forecast future work habits, project completion times, and potential bottlenecks. As a result, proactive planning and resource management are made possible, improving project results. Businesses can overcome compliance concerns, underreported or lost time, and other timekeeping issues with the aid of AI time tracking and billing software.

By realizing the power of integration of AI with time-tracking solutions, several companies are launching AI-based time-tracking solutions. For instance, in October 2022, Replicon launched the ZeroTime time-tracking solution. ZeroTime enables businesses to use AI/ML to upgrade their time-tracking process. By automatically collecting work and time data across more than 100 work applications, it frees employees from manually filling out time sheets and increases staff productivity and customer engagement. In June 2023, Tempo Software announced the integration of

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artificial intelligence into its time-tracking app, Timesheets. AI-based tracking solutions have several advantages over the traditional time-tracking solutions. Thus, AI-based time tracking is expected to be a prominent trend in the Middle East & Africa time-tracking solution market.

Middle East & Africa Time Tracking Solution Market Overview

Despite some pre-pandemic gains in literacy, lifespans, and poverty reduction, many economies in the Middle East & Africa (MEA) have struggled to ensure that economic development and diversification benefits. There is an indication that the impact of the COVID-19 pandemic has been uneven across groups, with the recession having a variable effect on the low-skilled, women, migrant workers, and the young (between 18-30) in incomes and employment. According to the International Monetary Fund, with high unemployment, widespread inequality, and the expected entry of 27 million young people into the labor force over the next ten years, countries across the MEA are evolving their economic models to create more jobs and ensure that the benefits of economic development are shared widely among all citizens. Countries are evolving their demographics and embracing global trade technological advances as an opportunity to implement policies that promote higher and more inclusive growth successfully. The Middle East & Africa has been undergoing economic development and urbanization. As businesses expand and become more complex, efficient workforce management and time-tracking tools are essential to maximize productivity and control costs. Also, the Middle East & Africa has its own set of labor regulations and compliance requirements. Accurate time tracking is crucial for businesses to adhere to these regulations and avoid penalties. Time-tracking software simplifies compliance efforts by automating record-keeping and reporting. Hence, the demand for time-tracking software is increasing in the Middle East & Africa.

Middle East & Africa Time Tracking Solution Market Revenue and Forecast to 2030 (US$ Million)

Middle East & Africa Time Tracking Solution Market Segmentation

The Middle East & Africa time tracking solution market is segmented based on deployment, organization size, application, and country.

Based on deployment, the Middle East & Africa time tracking solution market is bifurcated into on-premise and cloud. The on-premise segment held a larger share in 2022.

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By organization size, the Middle East & Africa time tracking solution market is bifurcated into small & medium enterprises and large enterprises. The large enterprises segment held a larger share in 2022.

By application, the Middle East & Africa time tracking solution market is segmented into tracking and reporting, payroll, and project management. The tracking and reporting segment held the largest share in 2022.

Based on country, the Middle East & Africa time tracking solution market is segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa time tracking solution market in 2022.

Replicon Inc, UKG Inc, SAP SE, Time Doctor LLC, Wrike Inc, Zoho Corporation PVT Ltd, and Planview Inc are some of the leading companies operating in the Middle East & Africa time tracking solution market.

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Contents

1. INTRODUCTION

1.1 The Insight Partners Research Report Guidance
1.2 Market Segmentation

2. EXECUTIVE SUMMARY

2.1 Key Insights
2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

3.1 Coverage
3.2 Secondary Research
3.3 Primary Research

4. MIDDLE EAST & AFRICA TIME TRACKING SOLUTION MARKET LANDSCAPE

4.1 Overview
4.2 Ecosystem Analysis
  4.2.1 List of Vendors in Value Chain

5. MIDDLE EAST & AFRICA TIME TRACKING SOLUTION MARKET - KEY INDUSTRY DYNAMICS

5.1 Middle East & Africa Time Tracking Solution Market - Key Industry Dynamics
5.2 Market Drivers
  5.2.1 Increasing in Remote Working and BYOD
  5.2.2 Rise in Concerns of Time Theft by Employees
  5.2.3 Adoption of GPS Tracking Solution
5.3 Market Restraints
  5.3.1 Privacy and Data Security Issues from Employee Side
  5.3.2 Lack of Training and Support
5.4 Market Opportunities
  5.4.1 Rise in Adoption of Cloud-Based Time Tracking Solution
  5.4.2 Strategic Initiatives by Market Players
5.5 Future Trends

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5.5.1 Introduction of AI-Based Time Tracking Solution
5.6 Impact of Drivers and Restraints:

6. TIME TRACKING SOLUTION MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

6.1 Middle East & Africa Time Tracking Solution Market Revenue (US$ Million), 2022 - 2030
6.2 Middle East & Africa Time Tracking Solution Market Forecast and Analysis

7. MIDDLE EAST & AFRICA TIME TRACKING SOLUTION MARKET ANALYSIS - DEPLOYMENT

7.1 On-Premise
7.1.1 Overview
7.1.2 On-Premise Market, Revenue and Forecast to 2030 (US$ Million)
7.2 Cloud
7.2.1 Overview
7.2.2 Cloud Market, Revenue and Forecast to 2030 (US$ Million)

8. MIDDLE EAST & AFRICA TIME TRACKING SOLUTION MARKET ANALYSIS - ORGANIZATION SIZE

8.1 Large Enterprises
8.1.1 Overview
8.1.2 Large Enterprises Market, Revenue and Forecast to 2030 (US$ Million)
8.2 Small and Medium Enterprises
8.2.1 Overview
8.2.2 Small and Medium Enterprises Market, Revenue and Forecast to 2030 (US$ Million)

9. MIDDLE EAST & AFRICA TIME TRACKING SOLUTION MARKET ANALYSIS - APPLICATION

9.1 Tracking and Reporting
9.1.1 Overview
9.1.2 Tracking and Reporting Market Revenue, and Forecast to 2030 (US$ Million)
9.2 Project Management
9.2.1 Overview

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9.2.2 Project Management Market Revenue, and Forecast to 2030 (US$ Million)
9.3 Payroll
9.3.1 Overview
9.3.2 Payroll Market Revenue, and Forecast to 2030 (US$ Million)

10. MIDDLE EAST & AFRICA TIME TRACKING SOLUTION MARKET - COUNTRY ANALYSIS

10.1 Overview
10.1.1 Middle East & Africa Time Tracking Solution Market, by Key Country - Revenue (2022) (US$ Mn)
10.1.2 Middle East & Africa Time Tracking Solution Market Revenue and Forecasts and Analysis - By Country
10.1.2.1 Middle East & Africa Time Tracking Solution Market Revenue and Forecasts and Analysis - By Country
10.1.2.2 UAE Time Tracking Solution Market Revenue and Forecasts to 2030 (US$ Mn)
10.1.2.2.1 UAE Time Tracking Solution Market Breakdown by Deployment
10.1.2.2.2 UAE Time Tracking Solution Market Breakdown by Organization Size
10.1.2.2.3 UAE Time Tracking Solution Market Breakdown by Application
10.1.2.3 Saudi Arabia Time Tracking Solution Market Revenue and Forecasts to 2030 (US$ Mn)
10.1.2.3.1 Saudi Arabia Time Tracking Solution Market Breakdown by Deployment
10.1.2.3.2 Saudi Arabia Time Tracking Solution Market Breakdown by Organization Size
10.1.2.3.3 Saudi Arabia Time Tracking Solution Market Breakdown by Application
10.1.2.4 South Africa Time Tracking Solution Market Revenue and Forecasts to 2030 (US$ Mn)
10.1.2.4.1 South Africa Time Tracking Solution Market Breakdown by Deployment
10.1.2.4.2 South Africa Time Tracking Solution Market Breakdown by Organization Size
10.1.2.4.3 South Africa Time Tracking Solution Market Breakdown by Application
10.1.2.5 Rest of Middle East & Africa Time Tracking Solution Market Revenue and Forecasts to 2030 (US$ Mn)
10.1.2.5.1 Rest of Middle East & Africa Time Tracking Solution Market Breakdown by Deployment
10.1.2.5.2 Rest of Middle East & Africa Time Tracking Solution Market Breakdown by Organization Size
10.1.2.5.3 Rest of Middle East & Africa Time Tracking Solution Market Breakdown

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by Application

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

12. INDUSTRY LANDSCAPE

12.1 Overview
12.2 Market Initiative
12.3 New Product Development
12.4 Merger and Acquisition

13. COMPANY PROFILES

13.1 Replicon Inc
  13.1.1 Key Facts
  13.1.2 Business Description
  13.1.3 Products and Services
  13.1.4 Financial Overview
  13.1.5 SWOT Analysis
  13.1.6 Key Developments
13.2 UKG Inc
  13.2.1 Key Facts
  13.2.2 Business Description
  13.2.3 Products and Services
  13.2.4 Financial Overview
  13.2.5 SWOT Analysis
  13.2.6 Key Developments
13.3 SAP SE
  13.3.1 Key Facts
  13.3.2 Business Description
  13.3.3 Products and Services
  13.3.4 Financial Overview
  13.3.5 SWOT Analysis
  13.3.6 Key Developments
13.4 TIME DOCTOR LLC
  13.4.1 Key Facts
  13.4.2 Business Description

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13.4.3 Products and Services
13.4.4 Financial Overview
13.4.5 SWOT Analysis
13.4.6 Key Developments
13.5 Zoho Corporation Pvt Ltd
13.5.1 Key Facts
13.5.2 Business Description
13.5.3 Products and Services
13.5.4 Financial Overview
13.5.5 SWOT Analysis
13.5.6 Key Developments
13.6 Planview Inc
13.6.1 Key Facts
13.6.2 Business Description
13.6.3 Products and Services
13.6.4 Financial Overview
13.6.5 SWOT Analysis
13.6.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners
14.2 Word Index

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