

# **North America Personality Assessment Solution Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Solution and Services), Delivery Model (In-House and Outsourced), Offering (Synchronous and Asynchronous), and End-user [Corporate or Enterprise (BFSI, Hospitality, IT and Telecom, Media and Entertainment, Healthcare and Pharmaceutical, and Others), Academic or Education and Government]**

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## **Abstracts**

The North America Personality Assessment Solution Market is projected to grow significantly, reaching an estimated US\$ 9,489.4 million by 2031, up from US\$ 4,020.7 million in 2024. This growth represents a compound annual growth rate (CAGR) of 13.2% from 2025 to 2031, indicating a robust demand for personality assessment solutions in the region.

## **Executive Summary and Market Analysis**

The market is divided into three primary countries: the United States, Canada, and Mexico. There is a notable trend among organizations in North America to increasingly adopt psychometric tools for various purposes, including hiring, leadership development, and employee engagement initiatives. A study by the American Psychological Association published in August 2024 highlights that digital psychometric assessments can enhance accuracy by up to 25% compared to traditional paper-and-

pencil methods. These digital solutions offer advantages such as real-time data collection, rapid scoring, and personalized feedback, leading to more efficient and precise evaluations of individuals' psychological traits and capabilities.

The shift towards remote and hybrid work models, accelerated by the COVID-19 pandemic, has further emphasized the importance of personality assessment solutions. Employers are now more focused on evaluating candidates not just for their technical skills but also for their behavioral compatibility and adaptability to different work environments. The increasing investment in artificial intelligence (AI) technology presents opportunities for market players to innovate and develop AI-integrated personality assessment solutions that can provide deeper insights into candidates' personalities.

## **Market Segmentation Insights**

The North America Personality Assessment Solution Market can be segmented based on various criteria:

**By Component:** The market is divided into Solutions and Services, with Solutions holding the largest market share in 2024.

**By Delivery Model:** The market is categorized into In-House and Outsourced models, where Outsourced services dominate the market.

**By Offering:** The market is segmented into Synchronous and Asynchronous offerings, with Asynchronous solutions leading in market share.

**By End-user:** The market includes Corporate or Enterprise, Academic or Education, and Government sectors, with Corporate or Enterprise being the largest segment.

**By Corporate or Enterprise:** This segment includes industries such as BFSI (Banking, Financial Services, and Insurance), Hospitality, IT and Telecom, Media and Entertainment, Healthcare and Pharmaceutical, among others, with IT and Telecom holding the largest share.

## **Market Outlook**

The rise of remote work has significantly increased the demand for personality assessment solutions, as employers seek to evaluate team fit and compatibility without the need for in-person interactions. Traditional methods of assessing team dynamics, such as in-person interviews and group activities, have become less effective in a remote work environment. Consequently, there is a growing need for digital, scalable, and psychologically sound technologies that can provide comprehensive insights into employee personalities, work styles, and interpersonal relationships.

Personality assessment tools are increasingly utilized by organizations to understand how individuals perform in both remote and in-office settings, facilitating better team formation, leadership development, and talent management strategies. Data from Neatframe Ltd. published in May 2025 indicates that 80% of workers globally prefer a hybrid working model, which not only reduces commuting costs and carbon emissions but also enhances productivity and mental health. This trend underscores the necessity for employers to support personalized work experiences and career development paths, thereby driving the demand for data-driven assessment solutions.

Moreover, digital assessments contribute to greater objectivity and help mitigate biases that often accompany subjective evaluations. As a result, businesses are increasingly adopting personality assessment solutions to streamline recruitment processes, support remote onboarding, and enhance career development and team restructuring efforts. In a digital-first work environment, these solutions are evolving from optional tools to essential components of modern workforce management, further accelerating market demand.

## **Country Insights**

The North America Personality Assessment Solution Market is primarily driven by the United States, which held the largest market share in 2024. The demand for personality assessment solutions in the US is fueled by a growing emphasis on employee well-being, workplace productivity, and talent optimization. Companies are leveraging these assessments for various purposes, including hiring, leadership development, and team alignment. Educational institutions are also utilizing personality assessments to guide student development and career planning.

The US market is witnessing significant growth in the clinical and consumer wellness sectors, where individuals seek personality insights to improve self-awareness and mental health strategies. Major players in the market, such as Hogan Assessments and Myers-Briggs, are increasingly integrating AI technologies and developing customizable

platforms to meet the evolving needs of their customers.

## **Company Profiles**

Key players in the Personality Assessment Solution Market include Criteria Corp., Hogan Assessments, Development Dimensions International, Inc., SHL, SIGMA Assessment Systems Inc., Paradox, Inc., Aon Plc, Mercer LLC, Thomas International Ltd, and Harrison Assessments International Ltd. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their offerings and increase market share.

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