

Robotic Process Automation Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component [Solutions and Services (Consulting, Integration and Development, Support and Maintenance, and Training)], Deployment (On-Premise and Cloud), Organization Size (SMEs and Large Enterprises), End-User Industry (BFSI, e-Commerce & Retail, Healthcare, IT & Telecom, Manufacturing, and Others), and Geography

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Abstracts

The Robotic Process Automation Market size was valued at US\$ 4.48 billion in 2024 and is expected to reach US\$ 20.83 billion by 2031. The Robotic Process Automation Market is estimated to record a CAGR of 24.8% from 2025 to 2031.

The robotic process automation market in North America is segmented into the US, Canada, and Mexico. The availability of efficient infrastructure in the US and Canada has enabled manufacturing companies to expand themselves in the region. The US possesses modern technology, a high standard of living, and a well-developed infrastructure. Technological innovations have led to a highly competitive market across the region. Globalization has further increased business competitiveness across most sectors in developed and developing nations. It has led businesses to focus on customer experience management to convert first-time users to repeat customers and retain existing customers. The growing customer demand for high-quality products and services encourages businesses to increase their adoption of robotic process

automation solutions. Robotic process automation solutions allow businesses to enhance their overall processes while meeting the customers' demands.

North America witnessed a significant increase in the share and volume of global outsourcing contracts. The public and healthcare sectors and banking and financial service organizations are increasingly adopting automation tools to improve their business performance. The BFSI organizations in the US are one of the major contributors to the country's GDP. For instance, according to The International Trade Administration, in 2023, the finance and insurance sector represented 7.3% of the US's gross domestic product (GDP). Further, in 2023, the US exported US\$ 175.5 billion in financial services and US\$ 25.0 billion in insurance services. The growth of financial and insurance services surges the adoption of robotic process automation solutions among service providers to automate their business processes by enhancing customers' experience. In addition, the demand for robotic process automation solutions has increased in the healthcare and pharmaceutical industries owing to the growing need for virtual assistants, patient scheduling, and verification services. The IT outsourcing service providers are also opening new and advanced service centers across various countries in North America to achieve better customer satisfaction. Thus, all the above factors are expected to boost the Robotic Process Automation Market growth in North America in the coming years.

Based on deployment, the robotic process automation market is segmented into on-premise and cloud. The on-premise segment held the largest Robotic Process Automation Market share in 2024. The on-premise segment refers to implementing robotic process automation solutions within an organization's infrastructure or data center. This requires installing and operating the robotic process automation software and hardware on the organization's premises, as opposed to using cloud-based hosting and management. Organizations opt for the on-premises deployment option for various reasons, such as concerns regarding data security, adherence to regulatory compliance, or the desire for enhanced control over the robotic process automation infrastructure. By adopting on-premises deployment for robotic process automation solutions, organizations gain direct access to their automation systems, enabling them to tailor and configure the software to align with their specific requirements.

Appian Corp, Automation Anywhere Inc, Blue Prism Ltd, Cyclone Robotics, Datamatics Global Services Ltd, International Business Machines Corp, Microsoft Corp, NICE Ltd, Pegasystems Inc, Salesforce Inc, SAP SE, and UiPath Inc are among the prominent players profiled in the Robotic Process Automation Market report. Several other major players were also studied and analyzed in the Robotic Process Automation Market

report to get a holistic view of the market and its ecosystem.

The overall Robotic Process Automation Market share has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the Robotic Process Automation Market. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the Robotic Process Automation Market.

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