

South & Central America Robotic Process Automation Market Forecast to 2030 - Regional Analysis - by Component [Solution and Service (Consulting, Integration & Development, Support & Maintenance, and Training)], Deployment (On-Premise and Cloud), Organization Size (Large Enterprises and SMEs), and End-User Industry (BFSI, e-Commerce & Retail, Healthcare, IT & Telecom, Manufacturing, and Others)

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Abstracts

The South & Central America robotic process automation market was valued at US\$ 153.09 million in 2022 and is expected to reach US\$ 282.90 million by 2030; it is estimated to register at a CAGR of 8.0% from 2022 to 2030.

Rising Demand for Cognitive Robotic Process Automation Fuels South & Central America Robotic Process Automation Market

The growth of novel technologies such as machine learning, cognitive computing, and artificial intelligence is expected to promote the evolution of robotic process automation tools faster. The application of intelligent technologies is predicted to create arrangements that would lead to the development of an improved framework, which would incorporate everything, from staffing and general expenses to execution and productivity.

Various end users are implementing RPAs featuring machine learning and artificial intelligence capabilities, leading to a new trend of data analysis and understanding. Furthermore, the significant advancements in the robotic process automation

technology owing to the combined impact of AI and ML are expected to ensure increased ROI and productivity. Because of this, market players are working on advancing technological features.

Furthermore, the evolution of cognitive robotic process automation would not only expand the market scope but also raise the demand for new expertise. This would further pave the way for robotic process automation service providers, particularly for consulting and training services. Moreover, industries such as financial services and manufacturing are expected to benefit most from the cognitive RPA. Thus, the rising demand for cognitive robotic process automation is expected to create a growth opportunity for the South & Central America robotic process automation market.

South & Central America Robotic Process Automation Market Overview

South & Central America has emerged as a prominent and influential region in the robotic process automation market, experiencing substantial growth and widespread adoption of robotic process automation solutions. The region's robust technological infrastructure, advanced IT capabilities, and strong commitment to automation and digital transformation have played a pivotal role in establishing its dominance in the robotic process automation market.

Robotic process automation has gained traction in South America in recent years. Industries such as banking, finance, manufacturing, and healthcare are actively adopting robotic process automation solutions to improve efficiency and productivity. The demand for robotic process automation technologies, such as artificial intelligence (AI) and machine learning (ML), is also increasing, facilitating intelligent automation and handling more complex tasks. Both global and regional robotic process automation vendors have established a strong presence in South America to meet the growing demand for robotic process automation solutions. Integrating robotic process automation with other emerging technologies is expected to enhance its capabilities further and create new prospects for businesses in the region.

South & Central America Robotic Process Automation Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Robotic Process Automation Market Segmentation

The South & Central America robotic process automation market is segmented based on component, deployment, organization size, end-user industry, and country.

Based on component, the South & Central America robotic process automation market is bifurcated into solution and service. The service segment held a larger share in 2022. The service segment is sub-categorized into consulting, integration & development, support & maintenance, and training.

In terms of deployment, the South & Central America robotic process automation market is bifurcated into on-premise and cloud. The on-premise segment held a larger share in 2022.

Based on organization size, the South & Central America robotic process automation market is bifurcated into SMEs and large enterprises. The large enterprises segment held a larger share in 2022.

By end-user industry, the South & Central America robotic process automation market is segmented into BFSI, e-commerce & retail, healthcare, IT & Telecom, manufacturing, and others. The BFSI segment held the largest share in 2022.

Based on country, the South & Central America robotic process automation market is categorized into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America robotic process automation market in 2022.

Appian Corp, International Business Machines Corp, Microsoft Corp, NICE Ltd, Salesforce Inc, SAP SE, and UiPath Inc are some of the leading companies operating in the South & Central America robotic process automation market.

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