Intelligent Automation Market Size, Share, and Outlook, 2025 Report- By Application (IT Operations, Business Process Automation, Application Management, Content Management, Security, Others), By Technology (Natural Language Processing, Machine and Deep Learning, Neural Networks, Virtual Agents, Mini bots and RPA, Computer Vision, Others), By Type (Solution, Services), By End-User (Banking, Financial Services, and Insurance (BFSI), Telecommunications and IT, Transport and Logistics, Retail and e-commerce, Healthcare and Life Sciences, Others), 2018-2032

https://marketpublishers.com/r/I838DF10F11CEN.html

Date: April 2025
Pages: 170
Price: US$ 3,680.00 (Single User License)
ID: I838DF10F11CEN

Abstracts

Intelligent Automation Market Outlook

The Intelligent Automation Market size is expected to register a growth rate of 14.5% during the forecast period from $16.37 Billion in 2025 to $42.2 Billion in 2032. The Intelligent Automation market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Intelligent Automation segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (IT Operations, Business Process Automation, Application Management, Content Management, Security, Others), By

Technology (Natural Language Processing, Machine and Deep Learning, Neural Networks, Virtual Agents, Mini bots and RPA, Computer Vision, Others), By Type (Solution, Services), By End-User (Banking, Financial Services, and Insurance (BFSI), Telecommunications and IT, Transport and Logistics, Retail and e-commerce, Healthcare and Life Sciences, Others). Over 70 tables and charts showcase findings from our latest survey report on Intelligent Automation markets.

Intelligent Automation Market Insights, 2025

The Intelligent Automation market is experiencing significant expansion as businesses look to enhance operational efficiency and reduce costs by automating repetitive tasks and processes. Intelligent automation combines robotic process automation (RPA), artificial intelligence (AI), machine learning (ML), and other advanced technologies to automate complex workflows that require decision-making, pattern recognition, and natural language processing. Companies are increasingly adopting intelligent automation in areas such as customer service, finance, human resources, and supply chain management, where it can streamline operations, reduce human error, and improve service delivery. The growing emphasis on digital transformation and the need to stay competitive in a rapidly changing market are key drivers of the intelligent automation market. Additionally, the COVID-19 pandemic accelerated the adoption of automation as businesses sought to maintain operations with a reduced workforce and minimize disruptions. The use of AI-powered chatbots, automated data analysis, and AI-driven process management is becoming increasingly common in industries like healthcare, banking, and manufacturing. As businesses continue to invest in efficiency-enhancing technologies, the intelligent automation market is expected to grow, enabling organizations to optimize their operations, improve customer experiences, and reduce costs.

Five Trends that will define global Intelligent Automation market in 2025 and Beyond

A closer look at the multi-million market for Intelligent Automation identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Intelligent Automation companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Intelligent Automation vendors.

What are the biggest opportunities for growth in the Intelligent Automation industry?

Intelligent Automation Market Size, Share, and Outlook, 2025 Report- By Application (IT Operations, Business P...

The Intelligent Automation sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Intelligent Automation Market Segment Insights

The Intelligent Automation industry presents strong offers across categories. The analytical report offers forecasts of Intelligent Automation industry performance across segments and countries. Key segments in the industry include%li%By Application (IT Operations, Business Process Automation, Application Management, Content Management, Security, Others), By Technology (Natural Language Processing, Machine and Deep Learning, Neural Networks, Virtual Agents, Mini bots and RPA, Computer Vision, Others), By Type (Solution, Services), By End-User (Banking, Financial Services, and Insurance (BFSI), Telecommunications and IT, Transport and Logistics, Retail and e-commerce, Healthcare and Life Sciences, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Intelligent Automation market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Intelligent Automation industry ecosystem. It assists decision-makers in evaluating global Intelligent Automation market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Intelligent Automation industry is multi-faceted with the

increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Intelligent Automation Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Intelligent Automation Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Intelligent Automation with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Intelligent Automation market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Intelligent Automation market Insights%li%Vendors are exploring new opportunities within the US Intelligent Automation industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Intelligent Automation companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Intelligent Automation market.

Intelligent Automation Market Size, Share, and Outlook, 2025 Report- By Application (IT Operations, Business P...

Latin American Intelligent Automation market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Intelligent Automation Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Intelligent Automation markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Intelligent Automation markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Intelligent Automation companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Accenture, Atos, Capgemini, Cognizant, EXL Service, Genpact, IBM, Infosys, Pegasystems, Tata Consultancy Services, Wipro, Xerox Corp.

Intelligent Automation Market Segmentation

By Application

IT Operations

Business Process Automation

Application Management

Content Management

Security

Others

By Technology

Natural Language Processing

Machine and Deep Learning

Neural Networks

Virtual Agents

Mini bots and RPA

Computer Vision

Others

By Type

Solution

Services

By End-User

Banking, Financial Services, and Insurance (BFSI)

Telecommunications and IT

Transport and Logistics

Retail and e-commerce

Healthcare and Life Sciences

Others

Leading Companies

Accenture

Atos

Capgemini

Cognizant

EXL Service

Genpact

IBM

Infosys

Pegasystems

Tata Consultancy Services

Wipro

Xerox Corp

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

5. INTELLIGENT AUTOMATION MARKET OUTLOOK TO 2032

By Application

IT Operations

Business Process Automation

Application Management

Content Management

Security

Others

By Technology

Natural Language Processing

Machine and Deep Learning

Neural Networks

Virtual Agents

Mini bots and RPA

Computer Vision

Others

By Type

Solution

Services

By End-User

Banking, Financial Services, and Insurance (BFSI)

Telecommunications and IT

Transport and Logistics

Retail and e-commerce

Healthcare and Life Sciences

Others

6. GLOBAL INTELLIGENT AUTOMATION MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario

6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA INTELLIGENT AUTOMATION MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Intelligent Automation Market Trends and Growth Opportunities

  6.2.1 North America Intelligent Automation Market Outlook by Type

  6.2.2 North America Intelligent Automation Market Outlook by Application

6.3 North America Intelligent Automation Market Outlook by Country

  6.3.1 The US Intelligent Automation Market Outlook, 2021- 2032

  6.3.2 Canada Intelligent Automation Market Outlook, 2021- 2032

  6.3.3 Mexico Intelligent Automation Market Outlook, 2021- 2032

7. EUROPE INTELLIGENT AUTOMATION MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Intelligent Automation Market Trends and Growth Opportunities

  7.2.1 Europe Intelligent Automation Market Outlook by Type

  7.2.2 Europe Intelligent Automation Market Outlook by Application

7.3 Europe Intelligent Automation Market Outlook by Country

  7.3.2 Germany Intelligent Automation Market Outlook, 2021- 2032

  7.3.3 France Intelligent Automation Market Outlook, 2021- 2032

  7.3.4 The UK Intelligent Automation Market Outlook, 2021- 2032

  7.3.5 Spain Intelligent Automation Market Outlook, 2021- 2032

  7.3.6 Italy Intelligent Automation Market Outlook, 2021- 2032

  7.3.7 Russia Intelligent Automation Market Outlook, 2021- 2032

  7.3.8 Rest of Europe Intelligent Automation Market Outlook, 2021- 2032

8. ASIA PACIFIC INTELLIGENT AUTOMATION MARKET SIZE OUTLOOK

I would like to order

Product name: Intelligent Automation Market Size, Share, and Outlook, 2025 Report- By Application (IT Operations, Business Process Automation, Application Management, Content Management, Security, Others), By Technology (Natural Language Processing, Machine and Deep Learning, Neural Networks, Virtual Agents, Mini bots and RPA, Computer Vision, Others), By Type (Solution, Services), By End-User (Banking, Financial Services, and Insurance (BFSI), Telecommunications and IT, Transport and Logistics, Retail and e-commerce, Healthcare and Life Sciences, Others), 2018-2032

Product link: https://marketpublishers.com/r/I838DF10F11CEN.html

Price: US$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/I838DF10F11CEN.html