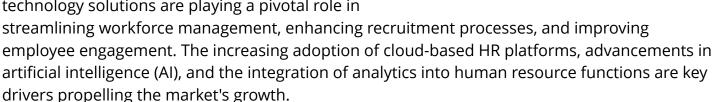


The GCC HR Tech Market to Reach USD 5,483.5 Million by 2032, Growing at a CAGR of 9.05% | Astute Analytica

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As businesses in the Gulf Cooperation Council (GCC) region continue to embrace digital transformation, HR technology solutions are playing a pivotal role in





The GCC HR tech market's increasing requirement for automation among enterprises is acting as a major driver of HR tech growth. Moreover, the market is also being fueled by the adoption of HR technology solutions like cloud-based human capital management (HCM) software suites. These types of solution offer an extensive range feature such as talent management systems, recruiting software, performance management systems and workforce analytics tools which meet changing organizational needs within the region. Seventy percent (70%) of GCC companies plan to invest in HR tech to improve their talent management capabilities according to our research findings thus highlighting how important automation has become in HR processes.



The HR tech industry is expanding rapidly in the Gulf Cooperation Council due to increased job opportunities created through digital transformation initiatives by organizations. For example, United Arab Emirates alone had more than 1133 technology related jobs advertised on various online platforms in 2023 alone which shows that there were many positions available for people skilled in these areas. This surge reflects growing demand for skills required to work with automated systems or even manage them while working with others' data thus necessitating this expertise within this geography's labor market. Another trend gaining momentum is integration around HCM platforms where companies want their systems talking seamlessly between different HR functions at once so they can have all necessary information about employees easily accessible. Thereby Oracle HCM Cloud being one such system in the GCC HR tech market that allows core HR functions alongside talent and workforce managements on same platform hence automating most if not all activities performed by department staff members while SAP SuccessFactors has been adopted dans intend drive efficiency across its entire operation through advanced use of technology especially those touching on employee records keeping.

SAP SE
Oracle Corporation
Automatic Data Corporation (ADP), Inc
Cornerstone OnDemand, Inc.
Ceridian HCM Holding Inc.
Infor, Inc.
Cegid Group
The Access Group

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Talent Management
Payroll Management
Performance Management
Workforce Management
Recruitment
Others
By Type

Inhouse

Outsourced
By End Use Industry

TTH (Travel, Transportation, and Hospitality)
Public Sector
Healthcare
Information Technology
BFSI
Others
By Company Size

Less than 1k Employees 1k-5k Employees Greater than 5k Employees By Country

Saudi Arabia UAE Qatar Bahrain Kuwait Oman

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Aamir Beg
Astute Analytica
+1 888-429-6757
email us here
Visit us on social media:
X
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