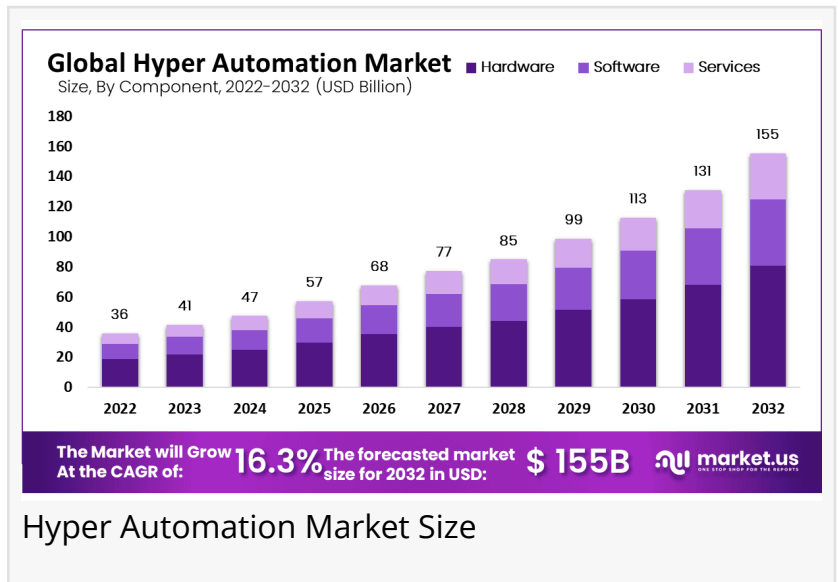# Hyper Automation Market Growing at a CAGR of 16.30% With Top Key Players Like Alteryx, Inc. SolveXia Mitsubishi Electric

Among all regions, North America dominated the market with the highest revenue share of 37% in 2022...

NEW YORK, NY, UNITED STATES, January 28, 2025 /EINPresswire.com/ -- The Global [Hyper Automation Market](#) size is expected to be worth around USD 155 Billion by 2032 from USD 36 Billion in 2022, growing at a CAGR of 16.30% during the forecast period from 2023 to 2032.

Global Hyper Automation Market — Size, By Component, 2022–2032 (USD Billion) — Hardware, Software, Services

2022: 36, 2023: 41, 2024: 47, 2025: 57, 2026: 68, 2027: 77, 2028: 85, 2029: 99, 2030: 113, 2031: 131, 2032: 155

The Market will Grow At the CAGR of: **16.3%** The forecasted market size for 2032 in USD: **$ 155B** market.us

Hyper Automation Market Size

The Hyper Automation Market revolves around the integration of cutting-edge technologies such as artificial intelligence (AI), machine learning (ML), robotic process automation (RPA), and intelligent business process management systems (iBPMS) to automate complex business processes comprehensively. This approach enhances efficiency, accuracy, and scalability, enabling organizations to optimize operations and reduce costs effectively.

> "The hardware segment holds the largest revenue share, accounting for 52% in 2022..."
>
> *Tajammul Pangarkar*

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Additionally, rising competition and evolving customer expectations are pushing organizations to adopt these technologies to deliver faster, more personalized services. Industries such as BFSI, healthcare, retail, and manufacturing are increasingly leveraging hyper-automation to optimize workflows, reduce costs, and enhance operational performance, driving significant market growth.

AI is a cornerstone of hyper-automation, transforming traditional automation systems into

intelligent and adaptive solutions. AI-powered tools such as natural language processing (NLP), predictive analytics, and computer vision enable automation to handle unstructured data, identify patterns, and make decisions in real-time.

Key Takeaways

 The hardware segment holds the largest revenue share, accounting for 52% in 2022.
 Robotic Process Automation (RPA) dominates the market in terms of technology, holding a share of 24% in 2022.
 The finance & accounting segment accounted for the highest revenue share in 2022 and is expected to dominate the market over the forecast period.
 The IT & telecom dominated the market with a significant revenue share in 2022.
 North America dominated the market with the highest revenue share of 37% in 2022.
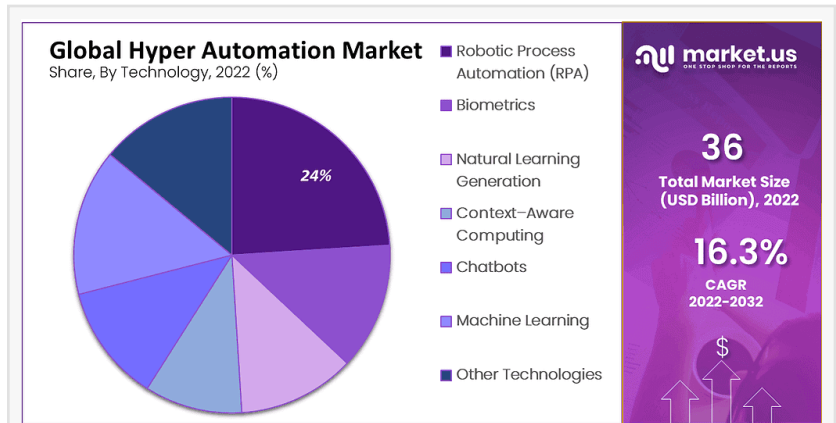
Hyper Automation Market Share

Hyper Automation Market Region
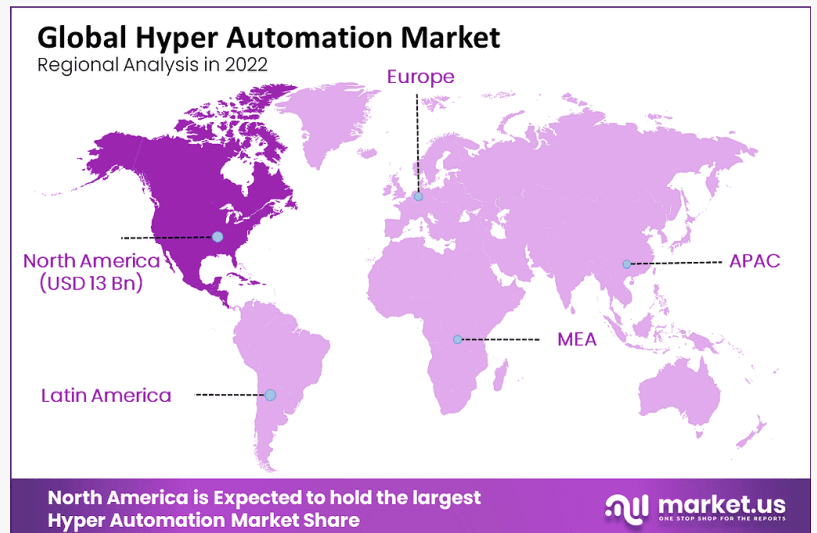
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Analyst's Viewpoint

The Hyper Automation Market represents a transformative opportunity for businesses and investors, driven by the growing need for operational efficiency, scalability, and cost optimization. Analysts foresee robust growth in this market, fueled by advancements in AI, RPA, and IoT technologies, alongside increasing adoption across industries. However, while the market offers significant opportunities, it also presents challenges that require careful navigation.

The demand for hyper-automation is creating vast investment opportunities, particularly in sectors like BFSI, healthcare, retail, and manufacturing. Companies offering AI-driven automation solutions, low-code platforms, and intelligent RPA tools are poised to attract substantial funding

as businesses continue to digitize operations. Startups and established players focusing on industry-specific solutions and seamless system integrations are particularly well-positioned for growth.

However, risks include the high initial costs of deploying hyper-automation solutions and the complexities of integrating these tools into existing legacy systems. Cybersecurity concerns and the potential for job displacement are also significant challenges, which businesses must address to ensure sustainable adoption. Furthermore, a lack of skilled talent to manage and implement advanced automation systems could act as a barrier to widespread adoption.

Governments worldwide are supporting digital transformation initiatives, offering incentives such as tax breaks, grants, and funding for automation-related research and development. Smart manufacturing programs, such as Industry 4.0 initiatives, are driving investments in hyper-automation technologies, particularly in regions like North America, Europe, and Asia Pacific.

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Report Segmentation

By Component:
• Hardware
• Software
• Services

By Technology:
• Robotic Process Automation (RPA)
• [Biometrics](#)
• Natural Learning Generation
• Context-Aware Computing
• [Chatbots](#)
• Machine Learning
• Other Technologies

By Function:
• Marketing & Sales
• Human Resources (HR)
• Operations & Supply Chain
• Finance & Accounting
• Information Technology (IT)

By End-User:
• BFSI

- IT & Telecom
- Retail
- Education
- Manufacturing
- Automotive
- Healthcare & Life Science
- Other End-Users

Component Analysis

The hardware segment holds the largest revenue share, accounting for 52% in 2022, driven by the increasing adoption of advanced automation hardware such as robotic systems, IoT devices, and edge computing infrastructure. These components form the backbone of hyper-automation solutions, enabling real-time data collection, processing, and execution of tasks in industries such as manufacturing, logistics, and healthcare. The growing demand for robotics in production lines and intelligent hardware for predictive maintenance has further propelled the dominance of this segment.

The software segment is witnessing rapid growth due to the rising adoption of intelligent automation platforms, AI-driven analytics tools, and robotic process automation (RPA) solutions. These software tools enable organizations to design, manage, and optimize automated workflows while ensuring seamless integration with existing IT infrastructure. The proliferation of cloud-based automation platforms has made software solutions more accessible, scalable, and cost-efficient for businesses of all sizes.

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Technology Analysis

Robotic Process Automation (RPA) dominates the hyper-automation market in terms of technology, holding a significant 24% share in 2022. RPA's ability to automate repetitive, rule-based tasks with precision and speed makes it a cornerstone of hyper-automation solutions.

Industries such as BFSI, healthcare, and retail are heavily adopting RPA to streamline operations like invoice processing, claims management, and customer support, reducing costs and improving efficiency. The integration of RPA with AI and ML further enhances its capabilities, enabling intelligent automation for more complex processes.

The Machine Learning (ML) segment is also witnessing rapid growth due to its transformative role in enabling predictive analytics and dynamic process optimization. ML-powered solutions help businesses identify patterns, forecast outcomes, and adapt workflows in real-time, making it critical for advanced automation strategies.

Function Analysis

The finance & accounting segment accounted for the highest revenue share in 2022 and is expected to dominate the market over the forecast period. This dominance is driven by the critical need for accuracy, efficiency, and compliance in financial processes. Organizations are adopting hyper-automation to streamline tasks such as invoice processing, financial reporting, tax compliance, and fraud detection. AI-powered tools and RPA are automating repetitive tasks, reducing errors, and ensuring adherence to stringent regulatory requirements, making hyper-automation indispensable in finance and accounting.

The operations & supply chain segment is another significant area of adoption, as businesses aim to optimize workflows, enhance inventory management, and improve logistics. Hyper automation enables real-time monitoring, predictive analytics, and automated decision-making, helping companies achieve greater efficiency and cost savings in supply chain operations.

End User Analysis

The IT & Telecom segment dominated the hyper-automation market with a significant revenue share in 2022, driven by the sector's need to streamline operations, enhance network management, and ensure seamless service delivery. Hyper automation technologies, such as robotic process automation (RPA), AI, and machine learning, are widely adopted in IT & telecom for automating repetitive tasks, optimizing workflows, and managing large-scale data analytics.

With increasing demand for 5G deployment and IoT integration, this sector continues to lead the adoption of hyper-automation solutions.
The BFSI (Banking, Financial Services, and Insurance) sector is another key contributor, leveraging hyper automation to enhance customer onboarding, automate fraud detection, and ensure regulatory compliance. These technologies improve operational efficiency, reduce errors, and provide real-time insights, making them indispensable for financial institutions.

In the Healthcare & Life Sciences sector, hyper-automation is transforming patient care, administrative processes, and supply chain management. Automation solutions are being deployed for appointment scheduling, claims processing, and laboratory management, improving accuracy and operational efficiency in this critical industry.

Regional Analysis

North America dominated the hyper-automation market with the highest revenue share of 37% in 2022, driven by the region's robust technological infrastructure and early adoption of automation technologies. Industries such as BFSI, IT & telecom, and healthcare are leading the adoption of hyper-automation to streamline operations, improve customer experiences, and enhance decision-making.

The growing focus on digital transformation, coupled with significant investments in AI and RPA solutions by leading enterprises, is further accelerating market growth in the U.S. and Canada. Additionally, the adoption of hyper-automation in smart manufacturing and supply chain optimization has gained traction, contributing to the region's dominance.

The Asia Pacific region is emerging as the fastest-growing market for hyper-automation, fueled by rapid industrialization, expanding IT infrastructure, and increasing investments in digital transformation.

Countries like China, India, and Japan are at the forefront, with industries such as manufacturing, BFSI, and IT & telecom adopting hyper-automation to drive efficiency and remain competitive in global markets. Government initiatives like "Make in India" and China's focus on smart manufacturing under Industry 4.0 are propelling the adoption of hyper-automation technologies in the region.

Key Regions and Countries
North America
• US
• Canada
Europe
• Germany
• France
• The UK
• Spain
• Italy
• Russia
• Netherlands
• Rest of Europe
Asia Pacific
• China
• Japan
• South Korea
• India
• Australia
• Singapore
• Thailand
• Vietnam
• Rest of APAC
Latin America
• Brazil
• Mexico
• Rest of Latin America

Middle East & Africa
- South Africa
- Saudi Arabia
- UAE
- Rest of MEA

Key Player Analysis

One of the leading players, Mitsubishi Electric Corporation is a global leader in industrial automation, offering advanced hyper-automation solutions that integrate robotics, IoT, AI, and machine learning to optimize business processes and drive efficiency. The company's solutions are particularly focused on manufacturing and industrial applications, where they enable end-to-end automation of production lines, quality control, and supply chain management.

Another player, Wipro Ltd., a leading global IT services company, offers innovative hyper-automation solutions through its Wipro HOLMES™ platform, a cognitive automation suite powered by AI, machine learning, and natural language processing (NLP).

Top Key Players in the Market

- ALTERYX, INC.
- SolveXia
- Mitsubishi Electric Corporation
- Catalytic Company
- Automation Anywhere, Inc.
- Tata Consultancy Services Ltd.
- Wipro Ltd.
- Honeywell International Inc.
- OneGlobe LLC
- Allerin Tech Pvt. Ltd.
- Other Key Players

Emerging Trends

The Hyper Automation Market is evolving rapidly, with several key trends shaping its growth and adoption across industries. One significant trend is the integration of AI and machine learning (ML) into hyper-automation solutions, enabling smarter, more adaptive automation processes.

These AI-powered systems can analyze unstructured data, make real-time decisions, and continuously improve their performance through self-learning capabilities. This is driving widespread adoption in sectors like BFSI, healthcare, and manufacturing, where intelligent automation can address complex operational challenges.

Another trend is the rise of process discovery and mining tools. These AI-driven tools map workflows, identify inefficiencies, and recommend areas for automation, allowing businesses to prioritize high-impact processes. By providing data-driven insights, these tools are helping organizations maximize the value of their automation investments.

Top Use Cases

The hyper-automation market is transforming industries by automating complex processes and enhancing operational efficiency. Some of the top use cases include applications in business process automation, predictive maintenance, customer service automation, and supply chain optimization, among others.

Hyper automation is widely used to automate repetitive and rule-based tasks across business functions such as HR, finance, and procurement. For example, robotic process automation (RPA) integrated with artificial intelligence is enabling businesses to streamline invoice processing, payroll management, and employee onboarding. These solutions help reduce errors, increase speed, and free up human resources for strategic tasks.

Major Challenges

Despite the rapid growth and adoption of hyper-automation technologies, the market faces several challenges that could hinder its full-scale implementation across industries. One of the most significant challenges is the high cost of deployment and integration.

Implementing hyper-automation involves investments in advanced tools like AI, RPA, and IoT, along with integrating them into existing systems. For many small and medium-sized enterprises (SMEs), these costs can be prohibitive, limiting widespread adoption.

Another major challenge is the complexity of legacy system integration. Many organizations rely on outdated systems that are not compatible with modern hyper-automation tools. Migrating data, reconfiguring workflows, and ensuring seamless interoperability with new technologies can be time-consuming, costly, and risky. This complexity often deters organizations from fully embracing hyper-automation.

Attractive Opportunities

The Hyper Automation Market presents numerous attractive opportunities across industries, driven by advancements in AI, machine learning, robotic process automation (RPA), and the growing demand for digital transformation. One of the most significant opportunities lies in the BFSI sector, where hyper-automation is streamlining complex processes such as fraud detection, compliance management, and customer onboarding.
The healthcare and life sciences sector also offers substantial opportunities as hospitals, clinics, and pharmaceutical companies increasingly adopt hyper-automation to automate administrative

tasks, improve patient care workflows, and accelerate drug discovery processes. Automation of repetitive tasks such as appointment scheduling and claims processing not only improves efficiency but also frees up resources for critical functions.

Recent Developments
• In December 2024, Torq, the AI-first security hyperautomation leader, today announced its status as a launch partner for Wiz Defend. The new solution from Wiz draws upon the power of Wiz Integration Network (WIN) partners to better detect and respond to cloud threats in real time.
• In June 2024, Hyperscience, a market leader in hyperautomation and a provider of enterprise AI infrastructure software, today announced a new solution that ushers the back office into the GenAI age, by fine-tuning LLMs with ground truth documents embedded at the core of the enterprise.

Conclusion

The Hyper Automation Market is revolutionizing business operations across industries, driven by advancements in AI, RPA, IoT, and machine learning. With increasing demand for efficiency, scalability, and cost optimization, hyperautomation is becoming a critical enabler of digital transformation. As industries such as BFSI, IT, healthcare, and manufacturing embrace these solutions, the market is poised for significant growth. Continued innovation, coupled with rising government support and enterprise adoption, underscores the transformative potential of hyper-automation in reshaping the global business landscape.

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