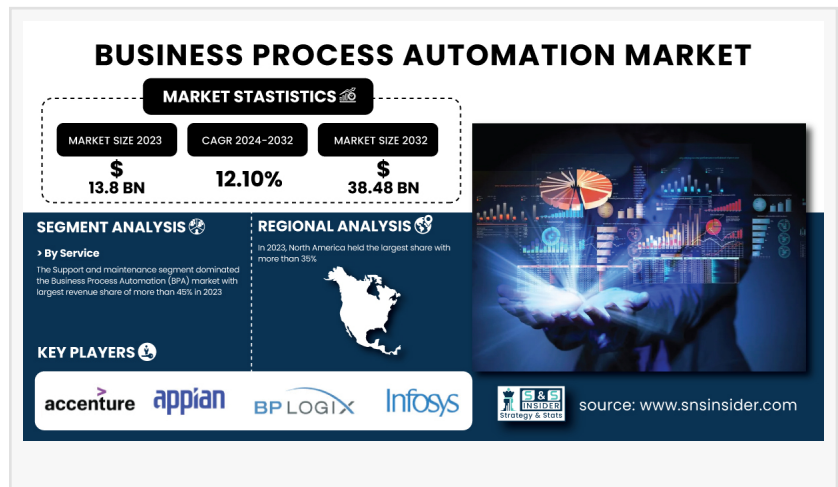# Business Process Automation Market to Reach USD 38.48 Billion by 2032 | SNS Insider

The Business Process Automation Market, valued at USD 13.8 Bn in 2023, is expected to reach USD 38.48 Bn by 2032, growing at a 12.10% CAGR from 2024 to 2032.

AUSTIN, TX, UNITED STATES, February 26, 2025 /EINPresswire.com/ -- "The [Business Process Automation Market](#) is growing rapidly, driven by AI, RPA adoption, efficiency gains, and strong demand across industries."

BUSINESS PROCESS AUTOMATION MARKET

MARKET STASTISTICS

MARKET SIZE 2023	CAGR 2024-2032	MARKET SIZE 2032
$ 13.8 BN	12.10%	$ 38.48 BN

SEGMENT ANALYSIS
> By Service
The Support and maintenance segment dominated the Business Process Automation (BPA) market with largest revenue share of more than 45% in 2023

REGIONAL ANALYSIS
In 2023, North America held the largest share with more than 35%

KEY PLAYERS

accenture   appian   BP LOGIX   Infosys

S&S INSIDER Strategy & Stats   source: www.snsinsider.com

The Business Process Automation Market was valued at USD 13.8 billion in 2023 and is expected to reach USD 38.48 billion by 2032, growing at a CAGR of 12.10% from 2024 to 2032. Adoption is accelerating due to cost-saving benefits and efficiency gains, driving automation in workflows. Emerging technologies like AI and RPA are shaping market trends, with increasing investments fueling innovation. Businesses are prioritizing automation to enhance productivity, while market share is expanding across industries, reflecting strong demand for digital transformation.

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Some of Major Keyplayers:

- Accenture
- Appian Corporation
- BP Logix, Inc.
- Genpact
- Infosys Limited
- International Business Machines Corporation
- Kissflow Inc.
- Nintex Global Ltd.
- Open Text Corporation
- Salesforce

- Other players

By services, Support & Maintenance Segment Leads Business Process Automation Market with Over 45% Revenue Share in 2023

The support and maintenance segment dominated the Business Process Automation (BPA) market in 2023, accounting for over 45% of revenue. These services are the key to handling customer issues, which reflect directly upon satisfaction. Vendors have specialized support staff to provide technical support, post-deployment support, and software maintenance. Providers improve their knowledge base from customers, enhancing the quality of services. Providing centralized problem-solving, customer portals, and technical support, these services enhance user experience, foster customer retention, and play a major role in the market's strong growth.

By Deployment Type, On-Premises Segment Leads Business Process Automation Market with Over 65% Share Due to Security and Control Benefits

The on-premises segment led the Business Process Automation market in 2023, accounting for more than 65% of the revenue share. This model involves software installation on servers owned by the company, thus being under Capital Expenditure. It is largely used in industries dealing with sensitive information, guaranteeing security and compliance. Large corporations favor this deployment for data management, handling hardware, cybersecurity, updates, and backups in-house. Yet, high expenses and resource needs restrict SME embrace. On-premises BPA continues to be vital for organizations emphasizing security, propelling consistent market growth.

By component, Platforms Segment Leads Business Process Automation Market Due to Scalability and Seamless Integration

The platforms segment leads the Business Process Automation industry with strong, scalable, and highly integrative solutions. Organizations opt for automation platforms rather than standalone services because they allow complete workflow automation, minimizing manual interventions and increasing efficiency. Platforms are supported by AI-powered automation, low-code programming, and cloud deployment, increasing flexibility even further. Organizations use platforms to automate operations, avoid errors, and maximize productivity, making them the first choice for organizations embracing automation in many industries.

By organization size, Large Enterprises Dominate Business Process Automation Market Due to High Adoption and Scalability

Large enterprises hold the largest share in the BPA market, leveraging automation to enhance operational efficiency, reduce costs, and maintain regulatory compliance. These organizations possess the financial and technical capabilities to implement large-scale automation, integrating it into multiple business processes. BPA adoption in large enterprises optimizes workflows,

enhances data security, and improves customer experience. As digital transformation accelerates, enterprises continue to invest in automation technologies, reinforcing their dominance in driving market expansion.

By business function, Accounting and Finance Automation Leads Business Process Automation Market for Accuracy and Compliance

Accounting and finance automation is the dominant function within the BPA market, driven by the demand for accuracy, compliance, and fraud prevention. Businesses rely on automation for financial reporting, invoice processing, and expense management, minimizing errors and improving efficiency. Automated systems help organizations comply with financial regulations, reduce operational risks, and optimize cash flow management. As companies prioritize financial transparency and real-time insights, accounting and finance automation continues to play a crucial role in BPA market growth.

BFSI Sector Holds the Largest Share in Business Process Automation Market Due to Security and Efficiency

The BFSI vertical holds sway over the BPA market, utilizing automation to process transactions, detect fraud, and manage risk. BPA is employed by financial institutions to automate processes, increase security, and enhance regulatory compliance. Automated business processes eliminate errors, speed up customer onboarding, and automate back-office functions, enhancing efficiency overall. With banks and financial institutions giving top priority to digital transformation, automation deployment keeps increasing, cementing BFSI as the top-performing vertical in the BPA market.

Business Process Automation Market Segmentation:

By component
- Platforms
- Services

By services
- Consulting
- Deployment and integration
- Support and maintenance

By Deployment Type
- Cloud
- On premises

By organization size
- Small and Medium-sized Enterprises (SMEs)

- Large Enterprises

By business function
- Human Resource Automation
- Supply Chain Automation
- Accounting and Finance Automation
- Sales and Marketing Automation
- Customer Service Support Automation
- Others

By verticals
- BFSI
- Manufacturing
- IT
- Telecommunications
- Retail and Consumer Goods
- Healthcare
- Others

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North America Leads Business Process Automation Market with Over 35% Share in 2023, Asia Pacific Expected to Register Fastest CAGR

North America led the Business Process Automation market in 2023 with over 35% of the market share. The region has a high economy, quick adaptation to technology, and large organizations such as Appian Corporation and IBM propelling it. The U.S. is a core market, with BPA adoption cutting manual processing time by 25% in 2024. Productivity has been enhanced by 20% through increased automation, enabling businesses to simplify their operations and concentrate on strategic growth projects.

Asia Pacific is projected to witness the fastest BPA market growth, exceeding a 20% CAGR between 2024 and 2032. Rapid digitization in economies like India, alongside advanced automation adoption in China, Japan, and South Korea, fuels this expansion. As global manufacturing hubs, China and India drive BPA adoption in industrial sectors.

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Akash Anand
SNS Insider | Strategy and Stats
+1 415-230-0044
email us here
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