

Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Market to Reach \$7.89 Billion at 23.3% CAGR by 2029

*The Business Research Company's
Artificial Intelligence (AI)-Enhanced
Workplace Culture Analytics Global
Market Size, Trends, And Forecast Report
2025-2034*

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How Much Is The Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Market Worth?

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The market size of the workplace culture analytics, supported by artificial intelligence (AI), has seen exponential growth recently. It's projected to expand from \$2.76 billion in 2024 to \$3.42 billion in 2025, with a compound annual growth rate (CAGR) of 23.6%. This previous growth has primarily been driven by the increased use of employee engagement platforms, a heightened focus on diversity and inclusion initiatives, the rise of digital transformation in HR management, the proliferation of remote and hybrid work frameworks, and the early incorporation of predictive analytics in workplace instruments.

There is a projection for a dramatic surge in the size of artificial intelligence (AI)-augmented workplace culture analytics market in the upcoming years. The market is anticipated to reach \$7.90 billion by 2029, marking a compound annual growth rate (CAGR) of 23.3%. This expected growth in the forecast period can be traced back to developments in generative AI that offer workforce insights, increasing need for real-time emotion interpretation, a growing focus on the monitoring of mental health and well-being, the adoption of AI-based customization in

workplace culture measures, and enhanced regulatory demand for open workplace procedures. The prediction period will also witness trends such as the integration of real-time emotion interpretation, predictive analytics for staff attrition, AI-fueled personalized employee engagement methods, the use of natural language processing (NLP) for the analysis of unstructured responses, and assimilation with cooperative tools for constant culture monitoring.

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What Are The Factors Driving The Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Market?

The increasing adoption of cloud solutions is poised to catalyze the expansion of the market for artificial intelligence (AI) boosted workplace culture analytics. Cloud solutions, which are internet-dependent computing services offering on-demand access to software, storage, and other IT resources without the necessity for local infrastructure, are gaining favor. Businesses looking for enhanced operational flexibility and cost-effectiveness are driving this uptake. Companies can dynamically adjust their IT resources while reducing the responsibility of maintaining physical infrastructure, thanks to these cloud solutions. Furthermore, cloud solutions are increasing the demand for AI-driven workplace culture analytics platforms due to the vast computational capacity and scalability they provide for processing large amounts of employee data and supplying immediate cultural insights. For example, Eurostat, the Luxembourg-based statistical office of the European Union, reported in December 2023 that 45.2% of EU enterprises utilized cloud computing services in 2023, signifying a 4.2 percentage point increase from 2021. Thus, the surging adoption of cloud solutions bolsters the [expansion of the AI-boosted workplace culture analytics market](#).

Who Are The Major Players In The Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Market?

Major players in the Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Global Market Report 2025 include:

- Microsoft Corporation
- Salesforce Inc.
- Willis Towers Watson Public Limited Company
- Workday Inc.
- Zoom Video Communications Inc.
- Culture Amp Pty Ltd
- Xoxoday
- Lattice Inc.
- Perceptyx Inc.
- 15Five Inc.

What Are The Key Trends And Market Opportunities In The Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Sector?

Leading firms in the AI-enhanced workplace culture analytics market are concentrating their efforts on creating sophisticated solutions like AI-driven employee survey analysis tools. These tools provide deeper labor force insights and facilitate data-based decision-making. These AI-driven survey analysis tools utilize artificial intelligence to analyze extensive employee feedback, identify trends, sentiments, and main themes while assisting organizations in discovering concealed insights, assessing workplace culture, and executing data-driven enhancements in engagement and productivity. As an illustration, in December 2024, WorkTango, an American firm specializing in SaaS-based employee experience technology, introduced its Generative AI Comment Themes and Summaries for employee surveys and insights software. This feature employs generative AI to swiftly analyze and condense thousands of open-ended employee survey responses, pinpointing central themes and providing insightful summaries. The solution simplifies survey analysis, saves HR teams weeks of manual labor, and leads to quicker response to employee feedback.

Which Segment Accounted For The Largest Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Market Share?

The artificial intelligence (AI)-enhanced workplace culture analytics market covered in this report is segmented as

- 1) By Component: Software, Services
- 2) By Deployment Mode: On-Premises, Cloud
- 3) By Organization Size: Small And Medium Enterprises, Large Enterprises
- 4) By Application: Employee Engagement, Diversity And Inclusion, Performance Management, Talent Retention, Other Applications
- 5) By End-User: Banking, Financial Services, And Insurance (BFSI), Healthcare, Information Technology (IT) And Telecommunications, Retail, Manufacturing, Other End-Users

Subsegments:

- 1) By Software: Predictive Analytics Software, Employee Engagement Software, Sentiment Analysis Software, Performance Management Software, Human Resource Information System (HRIS) Software, Collaboration And Communication Software
- 2) By Services: Consulting Services, Implementation Services, Training And Support Services, Managed Services, Data Integration Services, Change Management Services

View the full artificial intelligence (ai)-enhanced workplace culture analytics market report: <https://www.thebusinessresearchcompany.com/report/artificial-intelligence-ai-enhanced-workplace-culture-analytics-global-market-report>

What Are The Regional Trends In The Artificial Intelligence (AI)-Enhanced Workplace Culture Analytics Market?

In the 2025 global market report for artificial intelligence (AI)-enhanced workplace culture

analytics, North America emerged as the region with the highest market share. Meanwhile, the Asia-Pacific region is anticipated to experience the most accelerated growth within the forecast period. The report comprehensively covers all regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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