

Digital Process Automation Market to Reach USD 52.68 Billion by 2035 at 12.30% CAGR

Digital Process Automation Market Size, Share and Research Report By Component (Solution & Services), By Business Function (Sales Process Automation)

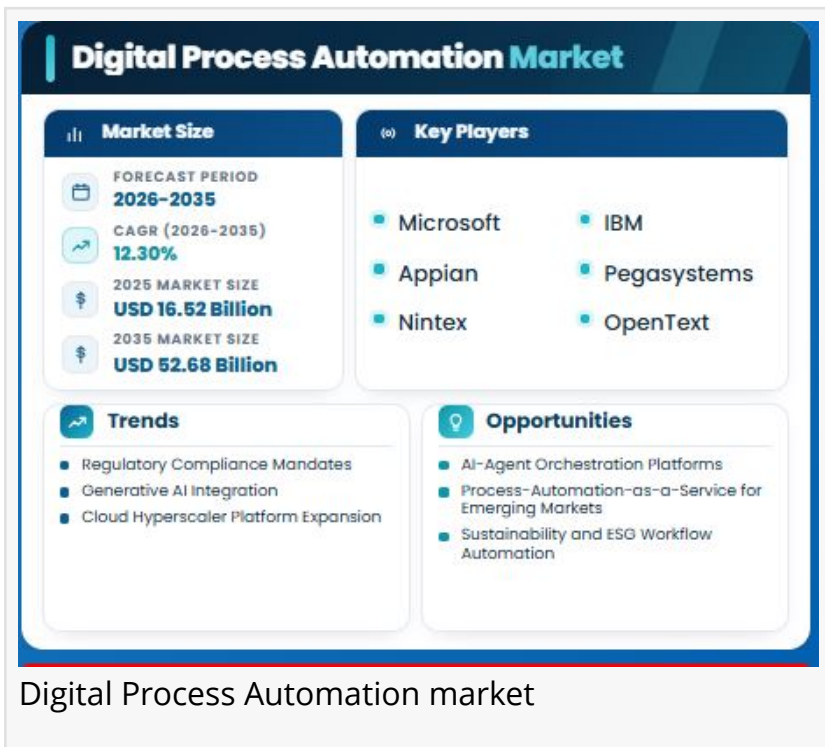
VIENNA, VIENNA , AUSTRIA, July 1, 2026 /EINPresswire.com/ -- The [Digital Process Automation market](#) reached a valuation of USD 16.52 billion in 2025 and is projected to grow from USD 18.54 billion in 2026 to USD 52.68 billion by 2035, registering a CAGR of 12.30% during the forecast period.

Digital process automation the orchestration of end-to-end business workflows through low-code platforms, robotic process automation, AI-driven decision engines, and event-based integration middleware has emerged as a foundational enterprise capability as organizations seek to compress cycle times, enforce regulatory compliance, and reduce manual process error rates at scale. The EU's Digital Operational Resilience Act (DORA), effective January 2025, requires financial entities to demonstrate automated ICT risk management and incident reporting, driving compliance spending on process automation platforms across European banking alone estimated at USD 1.4 billion annually through 2027.

Simultaneously, the US Federal Zero Trust Architecture mandate under Executive Order 14028 is compelling agencies to deploy automated identity verification and continuous monitoring workflows at a procurement pace not seen since the early-2000s e-government push.

The technology landscape underpinning the digital process automation market is undergoing a generational transition. Legacy business process management suites often rigid, developer-dependent, and siloed are giving way to unified low-code platforms that embed process mining, event-driven orchestration, and [generative AI](#) capabilities within a single design surface.

Enterprise spending on intelligent automation platforms exceeded USD 8.2 billion globally in





The Digital Process Automation Market is gaining momentum as organizations streamline workflows, improve operational efficiency, and accelerate digital transformation initiatives.”

*Market Research Future
(MRFR)*

2024, and cloud hyperscalers are embedding native AI directly into their workflow tools, intensifying competitive pressure on traditional DPA vendors. By 2026, over 80% of organizations are projected to have deployed generative AI-enabled APIs or applications in production environments, transforming buyer expectations around what a digital process automation platform must deliver as a baseline.

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□ How Significant Is the Digital Process Automation Market's Growth?

The digital process automation market's trajectory from USD 16.52 billion in 2025 to a projected USD 52.68 billion by 2035 represents more than a three-fold expansion, reflecting the structural shift across industries toward end-to-end workflow orchestration as a core operational competency rather than a discretionary IT improvement project. The market's 12.30% CAGR positions DPA among the most robustly growing enterprise software categories over the forecast decade.

The solution segment accounted for 58.5% of digital process automation market revenue in 2025, driven by enterprise demand for integrated low-code orchestration platforms, while services are projected to register a faster 13.90% CAGR through 2035 as implementation consulting and managed automation services scale alongside platform adoption.

BFSI held the largest industry vertical share at 29.5% in 2025, reflecting acute regulatory pressure to automate compliance, customer onboarding, and claims settlement workflows, while healthcare is advancing at the fastest vertical CAGR of 14.40% as electronic health record integration, prior-authorization automation, and clinical workflow digitization programs accelerate.

North America commanded 38.2% of global market revenue in 2025, while Asia-Pacific is forecast to advance at a 14.20% CAGR the fastest of any region led by India's Digital India initiative and China's state-backed enterprise digitization programs.

□ What Does the Future Hold for the Digital Process Automation Market?

Generative AI integration into digital process automation platforms is the single most transformative near-term force reshaping the market, contributing an estimated 22% to the

CAGR the highest driver-impact share across all demand catalysts. Microsoft's Copilot integration into Power Automate enables AI co-pilots to auto-generate workflow logic from natural-language descriptions, extract unstructured document data, and recommend process optimizations in real time reshaping buyer expectations around intelligent automation.

Salesforce's Einstein GPT for Flow Builder and ServiceNow's generative AI workflow composer are similarly embedding LLM-driven process design assistance within their respective DPA ecosystems, establishing AI-native workflow orchestration as the competitive baseline for enterprise automation platform procurement by 2027.

Cloud hyperscaler native automation suite expansion is simultaneously expanding the DPA market's addressable base and intensifying competitive pressure on standalone vendors. AWS Step Functions processed over 15 billion state transitions monthly by mid-2024 a 47% year-over-year increase while Microsoft Azure Logic Apps and Google Cloud Workflows are embedding process orchestration natively within their respective cloud stacks, collapsing the distance between infrastructure provisioning and business process logic.

This trend lowers the entry barrier dramatically for mid-market and SME buyers, enabling organizations with fewer than 500 employees to deploy department-level automation without dedicated IT teams at subscription price points below USD 25 per user per month.

SME digital transformation across emerging markets represents the digital process automation market's most expansive long-term growth frontier. A 2024 World Bank survey found that 62% of SMEs in emerging economies cited manual workflows as their primary productivity bottleneck. Low-code DPA platforms priced accessibly and deployable without enterprise IT infrastructure are enabling Indian, Brazilian, and Southeast Asian firms to deploy accounts-payable automation, supply chain visibility workflows, and customer onboarding processes that were previously the exclusive domain of large enterprise SAP and Oracle customers.

Process-Automation-as-a-Service delivery models further lower the total-cost-of-adoption by converting upfront implementation costs into subscription-based managed service fees, accelerating enterprise digital process adoption across geographies and organization-size tiers that were previously underserved by legacy DPA vendors.

□ Who Are the Key Players in the Digital Process Automation Market?

The digital process automation market is served by a mix of enterprise software giants with hyperscale automation ecosystems, specialist low-code workflow platform providers, and pure-play digital process automation vendors with deep domain-specific capabilities. MRFR identifies the following key participants:

□ Microsoft - Corporation the dominant digital process automation platform provider through its Power Automate and Power Platform ecosystem, embedding Copilot generative AI into workflow

design and offering native integration across Microsoft 365, Azure, Dynamics 365, and 600+ third-party connectors, with Azure Logic Apps serving enterprise-grade event-driven orchestration workloads at hyperscale.

□ IBM - Corporation a global enterprise automation leader providing IBM Business Automation Workflow, IBM Robotic Process Automation, and IBM Process Mining, with deep integration into IBM Cloud and a strong focus on regulated-industry workflow compliance automation for BFSI, healthcare, and government verticals.

□ Appian - Corporation a leading low-code digital process automation platform provider offering end-to-end process design, case management, robotic process automation integration, and AI-powered document processing in a unified platform, with particular strength in government, defense, and financial services process automation deployments.

□ Pegasystems Inc. - a specialist in customer engagement and intelligent process automation platforms, providing AI-driven decision management, case management, and robotic process automation capabilities for complex, high-volume customer-facing workflows across financial services, insurance, healthcare, and telecommunications verticals.

□ Nintex Group LLC - a dedicated workflow and process automation platform provider offering low-code process design, document generation, e-signature integration, and robotic process automation capabilities primarily targeting Microsoft SharePoint and Office 365 ecosystems across mid-market enterprise customers.

□ OpenText - Corporation a global information management and content services leader providing OpenText AppWorks, a digital process automation and adaptive case management platform, with deep integration into its broader enterprise content management and business network ecosystem for supply chain, invoice, and compliance automation workloads.

Competitive dynamics in the digital process automation market are increasingly defined by the depth of generative AI integration within workflow design environments, the breadth of pre-built connector libraries enabling enterprise application integration, the availability of process mining diagnostic capabilities for identifying automation opportunities, and the strength of managed services and implementation partner ecosystems that accelerate time-to-value for enterprise deployments.

□ What Are the Emerging Trends in the Digital Process Automation Market?

Several transformational trends are redefining the digital process automation market's evolution through 2035:

Regulatory Compliance Mandates as Adoption Catalysts: The EU's DORA regulation driving USD 1.4 billion annually in European banking compliance automation spending, the US Federal Zero

Trust Architecture mandate, and expanding ESG reporting requirements across major economies are collectively establishing regulatory compliance as a primary, non-discretionary driver of enterprise digital process automation investment through 2035.

Generative AI-Native Workflow Design: AI co-pilots that auto-generate workflow logic from natural-language descriptions, extract and classify unstructured document data, and proactively recommend process optimizations are transitioning from competitive differentiators to table-stakes platform features, with Microsoft Copilot for Power Automate and Salesforce Einstein GPT for Flow Builder establishing the template that all major DPA vendors are racing to match.

AI-Agent Orchestration Platforms: The emergence of autonomous AI agents capable of executing multi-step digital process automation workflows making decisions, querying enterprise systems, and escalating exceptions without human intervention is creating a new premium DPA product tier that goes beyond deterministic rules-based automation toward adaptive, self-optimizing process intelligence.

Process Mining Diagnostic Analytics Mainstream Adoption: Process mining tools that extract as-is workflow models from enterprise system event logs enabling data-driven identification of bottlenecks, compliance deviations, and automation opportunity prioritization are becoming standard components of enterprise DPA platform deployments, contributing an estimated 13% impact to the market's CAGR.

SME & Emerging Market Process-Automation-as-a-Service: Low-code DPA platforms priced below USD 25 per user per month, combined with managed implementation services, are enabling SMEs across India, Brazil, and Southeast Asia to deploy enterprise-grade digital process automation without dedicated IT teams, converting what was previously a large-enterprise-only capability into a mass-market opportunity driving the Asia-Pacific region's 14.20% CAGR.

Sustainability & ESG Workflow Automation: Growing mandatory ESG reporting under the EU Corporate Sustainability Reporting Directive and SEC climate disclosure rules is driving procurement of digital process automation platforms capable of orchestrating sustainability data collection, scope-1/2/3 emissions calculation, supplier ESG audit workflows, and automated regulatory report generation at enterprise scale.

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□ How Is the Digital Process Automation Market Segmented?

The digital process automation market report provides a comprehensive segmentation framework:

By Component: Solution, Services

By Business Function: Sales Process Automation, Supply Chain Automation, Claims Automation, Marketing Automation

By Deployment Type: On-Premises, Cloud

By Organization Size: SMEs, Large Enterprises

By Industry Vertical: Manufacturing, Consumer Goods & Retail, BFSI, Telecom & IT, Energy & Utility, Media & Entertainment, Healthcare, Others

By Region: North America, Europe, Asia-Pacific, Rest of the World

□ What Are the Regional Insights from the Digital Process Automation Market?

North America commanded 38.2% of global digital process automation market revenue in 2025, supported by mature cloud infrastructure, early hyper-automation framework adoption, and the scale of federal and enterprise compliance-driven DPA investment triggered by the Zero Trust Architecture mandate and rising cyber-insurance premiums.

The United States is home to the majority of leading DPA platform vendors including Microsoft, IBM, Appian, Pegasystems, and Nintex as well as the world's most advanced enterprise automation implementation ecosystem of system integrators and value-added resellers that accelerate enterprise deployment timelines.

Europe holds the second-largest regional share at 27.5% of 2025 revenue, with demand anchored in compliance-driven automation across financial services and manufacturing following DORA's January 2025 effective date.

Germany's industrial process automation programs, the United Kingdom's financial services digital transformation investments, and France's enterprise cloud adoption are the primary demand engines, while EU Corporate Sustainability Reporting Directive obligations are establishing ESG workflow automation as an incremental DPA demand category across the region's large-cap enterprise base.

Asia-Pacific is the fastest-growing region at a projected 14.20% CAGR through 2035 the highest of any region globally fueled by India's Digital India initiative driving government and enterprise digital workflow modernization, China's state-backed enterprise digitization programs across manufacturing and financial services, and rapidly expanding SME low-code DPA adoption across Southeast Asia.

A 2024 World Bank survey finding that 62% of emerging-market SMEs cite manual workflows as their primary productivity bottleneck underscores the structural demand opportunity driving

Asia-Pacific's exceptional growth trajectory, as low-cost cloud-native DPA platforms lower the adoption barrier for millions of previously underserved SME buyers.

The Rest of the World segment encompassing South America, the Middle East, and Africa represents an emerging growth frontier for the digital process automation market, with adoption driven by government e-governance digitalization programs in Brazil, Saudi Arabia, and the UAE, financial services regulatory modernization in Latin America, and the gradual expansion of cloud infrastructure enabling DPA platform deployment across previously connectivity-constrained markets.

Rising middle-class consumer service expectations, expanding fintech and digital banking ecosystems, and growing multinational corporate investment in regional shared-service center automation are expected to support above-average DPA adoption growth rates across these regions through 2035.

□□□ Regional & Country-Level Reports by Market Research Future:

US Digital Process Automation Market -

<https://www.marketresearchfuture.com/reports/us-digital-process-automation-market-15218>

□□□ Industry Analysis Reports by Market Research Future:

Vcsel Sensor Market

<https://www.marketresearchfuture.com/reports/vcsel-sensor-market-26538>

Wealth Management 185 Market

<https://www.marketresearchfuture.com/reports/wealth-management-185-market-26842>

Starter Credit Card Market

<https://www.marketresearchfuture.com/reports/starter-credit-card-market-28139>

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