

**Employee Experience Management Market by Offering (Software, Services),
Standalone Software (Employee Survey & Feedback, Employee Engagement,
Employee Recognition & Rewards), Industry (BFSI, Healthcare, IT & ITeS) and Region
- Global Forecast to 2028**

Market Report | 2024-01-29 | 210 pages | MarketsandMarkets

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Report description:

The employee experience management market is estimated to be USD 6.8 billion to USD 11.1 billion at a CAGR of 10.2% from 2023 to 2028. Giving employees authority and empowerment unleashes their hidden potential. It allows them to go beyond routine tasks and become experts in what they do. When people are free to make decisions and take ownership, they transform from just "doing" tasks to confident decision-makers. This increase in engagement and productivity makes the workplace a platform for innovation and excellence. Empowered employees are not just workers; they are invested partners who contribute to success through their initiative, making the workplace a better environment.

"By software, standalone software segment to contribute the largest market share in the employee experience management market during the forecast period."

Standalone software for managing employee experience refers to a dedicated and independent software solution that specifically focuses on enhancing the overall employee experience within an organization. These software solutions are separate from broader Human Resources Management Software (HRMS) or Enterprise Resource Planning (ERP) suites. The standalone employee experience management software operates independently and aims to improve employee engagement, satisfaction, and well-being. These software solutions are designed to streamline and optimize processes, fostering a positive and engaging work environment. Standalone employee experience management software typically addresses critical elements such as communication, feedback, recognition, and collaboration, offering organizations the flexibility to tailor solutions to their specific needs.

"Asia Pacific will register the highest growth rate during the forecast period."

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The Asia Pacific region is set to undergo significant growth opportunities in the coming years, with countries like India, China, Australia, and New Zealand expected to experience high growth rates. Fueled by robust economies and a burgeoning young workforce, there is a heightened demand for skilled talent. In response, companies are strategically investing in employee experience management strategies to attract and retain top professionals. From the bustling metropolises of Tokyo and Shanghai to the dynamic tech hubs of Bangalore and Melbourne, the adoption of employee experience management is on the rise. Recognizing the pivotal role of employee experience management in this fiercely competitive market, companies are not only focusing on competitive compensation but also emphasizing career development opportunities and prioritizing employee well-being.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

- By Company Type: Tier 1 - 25%, Tier 2 - 40%, and Tier 3 - 35%
- By Designation: C-level -45%, D-level - 35%, and Managers - 20%
- By Region: North America - 40%, Europe - 35%, Asia Pacific - 20%, ROW- 5%.

The major players in the employee experience management market are Qualtrics (US), SAP (Germany), Oracle (US), Microsoft (US), Workday (US), Zoom Video Communication (US), Culture AMP (Germany), Achievers (Canada), Workleap (Canada), SurveySparrow (US), 15Five (US), Awardco (US), Vantage Circle (US), Quantum Workplace (US), ClearCompany (US), Jostle (Canada), Kudos (Canada), Lattice (US), Bonusly (US), Motivosity (US), WorkTango (US), Blink (US), MO (UK), and Pixida (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their footprint in the employee experience management market.

Research Coverage

The market study covers the employee experience management market size across different segments. It aims to estimate the market size and the growth potential across different segments, including offering (software (integrated software and standalone software) and services), industries, and regions. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global employee experience management market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (escalating demand for real-time performance management, enhancing employee experience through seamless technology integration), restraints (budget constraints, data privacy concerns), opportunities (reduced burnout and increased well-being, talent attraction and retention) and challenges (remote workers pose unique hurdles for organizations and the quest to elevate employee productivity within the organizational framework) influencing the growth of the employee experience management market. Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product and service launches in the employee experience management market. Market Development: Comprehensive information about lucrative markets - the report analyses the employee experience management market across various regions. Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments,

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and investments in the employee experience management market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Qualtrics (US), SAP (Germany), Oracle (US), Microsoft (US), Workday (US), Zoom Video Communication (US), Culture AMP (Germany), Achievers (Canada), Workleap (Canada), SurveySparrow (US), 15Five (US), Awardco (US), Vantage Circle (US), Quantum Workplace (US), ClearCompany (US), Jostle (Canada), Kudos (Canada), Lattice (US), Bonusly (US), Motivosity (US), WorkTango (US), Blink (US), MO (UK), and Pixida (US).

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