

Industrial Automation Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Regional Overview

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Siemens AG

ABB Ltd

Rockwell Automation, Inc.

Honeywell International Inc.

Emerson Electric Co.

Mitsubishi Electric Corporation

Schneider Electric SE

Omron Corporation

Yokogawa Electric Corporation

FANUC Corporation

Bosch Rexroth AG

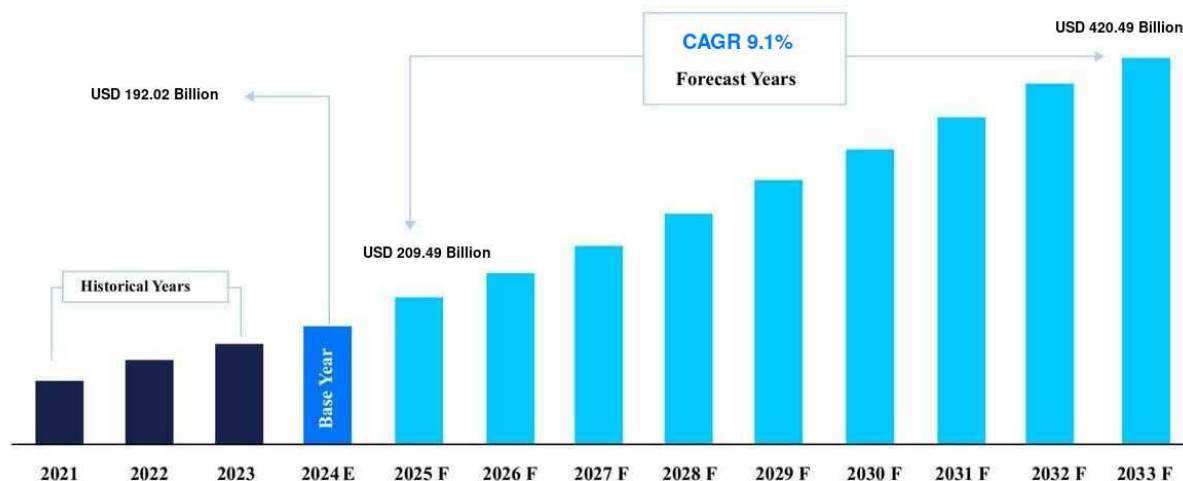
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
52%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

Germany

China

Emerging Companies

Siemens AG

ABB Ltd

Honeywell International Inc

Market Trends

Growth Trends

- Increased adoption of industrial IoT
- Growth in the usage of robotics automation
- Emergence of artificial intelligence in industrial automation
- Rising demand for smart factories with connected operation and production systems
- Increased adoption of virtual reality and augmented reality in industrial automation for training and simulation purposes

Factors considered while calculating market size and share

- Current and projected demand for industrial automation technologies
- Number of manufacturers offering industrial automation solutions
- Volume and value of sales in the industry
- Investment in research and development for new industrial automation technologies
- Adoption rate of industrial automation technologies by industries
- Trends in import and export of industrial automation products and services
- Regulatory scenarios affecting the industrial automation market

Key Market Indicators

- Growth in the GDP of the industrial sector
- Level of industrialization in the form of capacity utilization rates
- Advancements in technology such as the adoption of industrial Internet of Things (IIoT), artificial intelligence (AI), and machine learning (ML)
- Availability of skilled workforce in the field of automation
- Market concentration ratio and rate of market competition
- Rate of investment in automation by key industries

High implementation costs

The high upfront costs associated with automation solutions can be a significant barrier for small and medium-sized enterprises (SMEs), especially in cost-sensitive regions. Implementing automation requires substantial investments in both hardware and software, which may include robotic systems, sensors, control systems, and specialized software for process management.

Moreover, there are often significant expenses tied to integrating these systems into existing operations, as well as training employees to effectively use and maintain the technology. SMEs, which generally have more limited capital and resources than larger organizations, may find these costs particularly challenging to justify. This financial hurdle can lead to slower adoption rates, even though automation offers long-term efficiency.

Market Trends

Growing demand for productivity optimization

Industries are increasingly embracing industrial automation to enhance productivity, reduce costs, and minimize human error, fundamentally transforming production processes. In manufacturing, the integration of robotics, AI, and ML has revolutionized assembly lines, enabling faster production, better quality control, and predictive maintenance to minimize downtime. These advancements not only handle labor-intensive tasks with greater precision but also reduce waste and optimize resource utilization.

For example, BMW Group's adoption of robotic automation in their assembly lines has significantly improved production speed and accuracy, allowing the company to meet high global demand while maintaining strict quality standards. Moreover, AI-powered quality inspection systems used by companies like GE Aviation have reduced defect rates by up to 20%, enhancing efficiency and customer satisfaction. As global competition intensifies, automation remains a critical driver for industries aiming to achieve consistent, scalable, and cost-effective production.

Supportive government initiatives

Around the world, governments are actively backing automation and digital transformation in industries through a mix of incentives, funding programs, and strategic frameworks designed to drive modernization. This support often includes tax breaks, grants, and subsidies aimed at helping businesses adopt smart solutions like AI, IoT, and advanced robotics, which enhance productivity and reduce operational costs.

Growth in emerging markets

Emerging economies, particularly in the Asia-Pacific and Latin America regions, are becoming pivotal growth hubs for industrial automation due to rapid industrialization and modernization efforts. These regions are investing heavily in automation technologies to enhance manufacturing efficiency, accuracy, and cost-effectiveness, which are critical to competing in global markets. Automation not only optimizes production processes but also addresses challenges such as labor shortages and quality consistency.

These developments underscore the immense potential for automation technologies to accelerate economic growth and elevate manufacturing standards in emerging markets, creating lucrative opportunities for global players in the automation sector.

Market Segments

By Type of Component

Hardware is the largest sub-segment, estimated at around 45-48%, driven by demand for robots, sensors, and PLCs in physical automation solutions.



45-48%

Hardware

By Mode of Automation

Fixed Automation dominates with around 35-38% market share, characterized by high initial investment and high production rates, typically used in mass production settings.



35-38%

Fixed Automation

By Deployment Mode

On-Premises is the largest sub-segment, preferred for enhanced security and control in critical industries.



XX%

On-Premises

Market Segments

By End-User Industry

Manufacturing is the largest sub-segment, driven by robotics and smart factory initiatives.



XX%

Manufacturing

Regional Overview

North America

North America commands 32-34% of the market, led by the U.S. (78-80% of region), driven by advanced manufacturing, Industry 4.0 adoption, and strong tech infrastructure.



78-80%

United States Market Share

Europe

Europe holds 23-25% of the market, with Germany (32-35% of region) leading, fueled by industrial innovation, robotics, and government-backed automation initiatives.



32-35%

Germany Market Share

APAC

APAC captures a significant portion of the market, with China dominating the region, propelled by rapid industrialization, manufacturing hubs, and automation investments.



XX%

China Market Share

Regional Overview

Middle East and Africa

MEA accounts for a small portion of the market, led by Saudi Arabia, with growth driven by the oil, gas, and emerging industrial automation adoption.



XX%

Saudi Arabia Market Share

LATAM

LATAM holds a small portion of the market, with Brazil at the forefront, driven by manufacturing modernization and growing automation demand.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Siemens AG	https://www.siemens.com/global/en.html	Munich, Germany	1847	Roland Busch (CEO)	~\$80 billion
ABB Ltd	https://global.abb/	Zurich, Switzerland	1988	Björn Rosengren (CEO)	~\$29 billion
Rockwell Automation, Inc.	https://www.rockwellautomation.com/en-in.html	Milwaukee, Wisconsin, USA	1903	Blake Moret (CEO)	~\$9 billion
Honeywell International Inc.	https://www.honeywell.com/us/en	Charlotte, North Carolina, USA	1906	Vimal Kapur (CEO)	~\$36 billion
Emerson Electric Co.	https://www.emerson.com/global	St. Louis, Missouri, USA	1890	Lal Karsanbhai (CEO)	~\$15 billion

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