

Diversity & Inclusion Technology: The Rise of a Transformative Market

Research Findings

What is D&I technology?

Enterprise software that provides insights or alters processes or practices, at the individual or organizational level, in support of organizations' efforts to become more diverse and inclusive.

The D&I technology market is young, growing, and large



60%
0-4 years old



40%
Growing faster than 100% YOY revenue



105
D&I tech vendors



\$100M
Estimated market size

D&I tech vendors focus on three areas:

43% Unconscious bias

33% Lack of D&I analytics or insights

30% Inadequately diverse talent pipelines

22% Culture not adequately inclusive

13% Companies not adequately diverse

11% Lack of employee knowledge / insight

Who is developing D&I technologies?

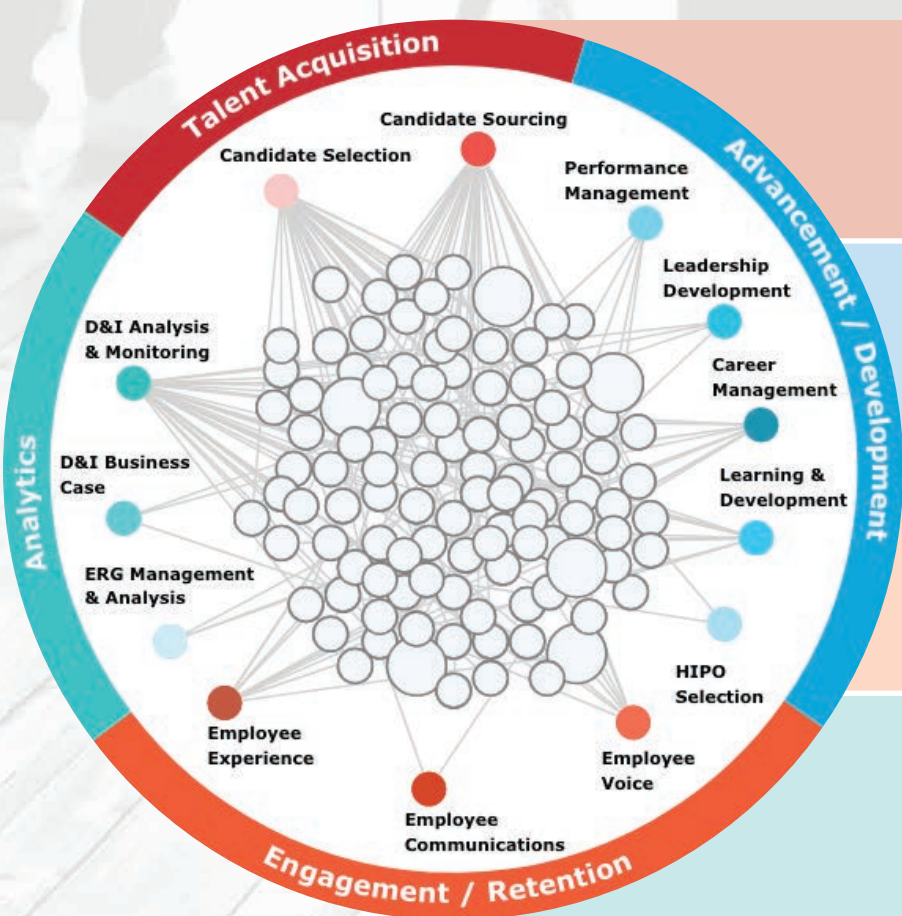


33% "D&I Focus" vendors: only help organizations address their D&I challenges

30% "D&I Feature" vendors: offer features or functionalities that cater specifically to D&I needs

37% "D&I Friendly" vendors: do not address D&I as their primary focus, but they could positively impact D&I

There are four categories of D&I technologies targeted at candidates or employees:



Talent Acquisition
43% of all solutions

53% Candidate selection
47% Candidate sourcing



Advancement / Development
19% of all solutions

29% Learning and development
29% Mentorship & career management
16% Performance management
10% HIPO selection



Engagement / Retention
12% of all solutions

58% Employee experience
32% Employee voice
11% Employee communications



Analytics
26% of all solutions

64% D&I analysis and monitoring
19% Pay equity analysis
10% Employee resource groups
7% D&I business case

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