



Market Analysis

HR & Talent Transformation

Benefits Administration: Employee Wellness Reimagined

Report Abstract

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80 pages

Contents of Full Report

1. Changing Market Dynamics
2. Customer Requirements
3. Market Size & Vendor Market Shares
4. Vendor Offerings & Targeting
5. Vendor Delivery
6. Vendor Capability Assessments
7. Vendor Challenges & Success Factors

Who is This Market Analysis For?

NelsonHall's Next Generation Benefits Administration report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Benefits Administration market
- Vendor marketing, sales and business managers developing strategies to target Benefits Administration opportunities
- Financial analysts and investors specializing in the Benefits Administration market.

Key Findings & Highlights

NelsonHall's Benefits Administration: Employee Wellness Reimagined market analysis focuses on how modern benefits administration platforms and providers are supporting evolving workplaces and incorporating next-generation technology solutions to rethink HR processes and reimagine the employee experience. The analysis will create greater market awareness of the ability of benefits administration services and SaaS providers to support overall employee health in more modern, holistic ways. It will also help buyers of HR and benefits services differentiate offerings across providers and select services and platforms most relevant to their needs.

In today's current market, benefit personalization and optimization strategies that focus on providing intuitive technology in addition to non-traditional wellness support, such as preventative care, mental health support, and financial wellness and planning tools, have become critical success factors in talent attraction and retention strategies.

Digitalization strategies that drive HR transformation forward and elevate the employee experience, paired with the need to create more flexible and user-focused support models, continue to fuel the need for benefits administration services that incorporate next-generation technology solutions.

Benefits administration technology is user-first and mobile-enabled to meet employees and administrators in the flow of work and life while utilizing intelligent technologies such as GenAI, AI, and ML-enabled offerings to personalize, guide, and engage employees for deeper work-life integration. Providers are increasingly allocating significant portions of annual revenues toward R&D and acquisitions to advance and expand platform capabilities, with the employee experience central to roadmap initiatives.

This major NelsonHall study will be essential reading for HR and benefits directors and managers, with our in-depth analysis informing them of what they can achieve now, what they can expect to achieve over the next few years, and detailing the capabilities of the key Health & Welfare benefits administration vendors.

Scope of the Report

The report analyzes the worldwide market for Next Generation Benefits Administration and addresses the following questions:

- What is the market size and projected growth by geography?
- What is the profile of activity in the Benefits Administration market by industry sector?
- What are the top drivers for adoption of Benefits Administration?
- What are the benefits currently achieved by users of Benefits Administration?
- What factors are inhibiting user adoption of Benefits Administration?
- What pricing mechanisms are typically used within Benefits Administration and how is this changing?
- Who are the leading Benefits Administration vendors globally?
- What combination of services is typically provided within Benefits Administration contracts and what new services are being added?
- What is the current pattern of delivery location used for Benefits Administration and how is this changing?
- What are the challenges and success factors within Benefits Administration?

Next Generation Benefits Administration Vendor Assessments Available for:

ADP

Alight Solutions

Aptia

bswift

Conduent

Empyrean

Fidelity

isolvd

MMB Digital

PlanSource

TELUS Health.

About The Author

DeeAnna Warrington is a Principal Analyst with NelsonHall's HR Talent & Transformation practice, with global responsibility for HCM, WFM, and Benefits Administration research.

She has almost two decades of experience in the full HR lifecycle, from vendor sourcing to implementation project management to hands-on systems management of leading HR technology platforms and services. DeeAnna assists HR vendor organizations in understanding the current needs and drivers of the global market, assessing opportunities, and honing their go-to-market strategies and she assists buy-side organizations in determining their organizational needs, understanding vendor capabilities, and making critical sourcing decisions.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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