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Global Automation Testing Market Size study & Forecast, By Component (Functional testing, Non-functional testing, Services), by End Point Interfaces (Mobile, Web, Desktop, Cloud, Embedded Software), by Application (IT & Telecom, BFSI, Manufacturing, Retail, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Automation Testing Market is valued at approximately USD 21.22 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 16.40% over the forecast period 2022-2029. Automation Testing is a software testing technique that operates using automated testing software tools in executing test cases. The Automation Testing Market is expanding because of factors such as Scalable and adaptable delivery models.

According to Statista, in 2020, the global size of the industrial automation market was nearly 175 billion dollars. Until 2025, the market is anticipated to expand at a compound annual growth rate of about 9%. The industrial automation industry is anticipated to reach 265 billion US dollars in size by 2025.Cloud-based industrial automation software was worth roughly 13.6 billion U.S. dollars worldwide in 2018. Automation software in the industry has been prominent for several years but is growing rapidly, and cloud-deployed software is expected to grow at a compound annual growth rate of 9.4 percent between 2018 and 2023. In addition, over 318 billion dollars in revenue from mobile apps were generated globally. This year saw a surge in the downloads of mobile apps, with games accounting for most of those downloads. Nearly 100 billion downloads of mobile games were made. Mobile picture and video applications were second in terms of downloads that year with about 19.6 billion. Moreover, increased use of online and mobile applications creates lucrative opportunities for the automation market in the near

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future. However, high upfront investment costs may halt market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Automation Testing Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the space in terms of revenue, owing to the factors dominance of businesses and developers placing a higher priority on performance testing and increasing IoT devices application. According to Statista, in 2022 global comparison, most revenue will be generated in the United States US$297.10bn. Moreover, Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as Increased use of online and mobile applications in the market space.

Major market players included in this report are:
Accenture
Astegic
Broadcom
Capgemini
IBM
Keysight Technologies
Microsoft
Apexon
Ranorex
Smartbear Software

Recent Developments in the Market:
In July 2021, Sauce Labs acquired Backtrace, known for offering error monitoring solutions. With the help of this acquisition, Sauce Labs was able to expand its capabilities into real-world settings, giving its clients access to quality signals at all Software Development Lifecycle stages, including design, integration, and production.

In March 2021, Tricentis acquired Neotys, which is a performance testing company. Customers will now have access to an enterprise-grade performance testing solution due to the addition of NeoLoad to the Tricentis portfolio.

Global Automation Testing Market Report Scope:
Historical Data 2019-2020-2021
Base Year for Estimation 2021
Forecast period 2022-2029
Report Coverage Revenue forecast, Company Ranking, Competitive Landscape,

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Growth factors, and Trends
Segments Covered Component, End Point Interfaces, Application, Region
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By component:
Functional testing,
Non-functional testing
Services
Others

By End Point Interfaces:
Mobile
Web
Desktop
Cloud
Embedded Software

By Application:
IT & Telecom
BFSI
Manufacturing
Retail
Others

By Region:
North America

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Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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