

Global Crowdsourced Testing Market Size study & Forecast, by Component (Platform, Services), by Testing Type (Exploratory Testing, GUI Testing, Usability Testing, Functional Testing, Performance Testing, Others), by Application (Mobile Applications, Web Applications, Native Desktop Applications), by Organization Size (SMEs, Large Size Enterprises), by Industry (BFSI, Retail, IT & Telecom, Media & Entertainment, Healthcare, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Crowdsourced Testing Market is valued at approximately USD 2.62 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 11.7% over the forecast period 2023-2030. The crowdsourced testing utilizes a distributed community of testers from various backgrounds and locations to perform software testing and quality assurance activities. This approach leverages the collective intelligence and diverse skill sets of a crowd to evaluate the functionality, usability, and performance of software applications, websites, and digital products, providing comprehensive feedback and uncovering potential issues. Crowdsourced testing offers scalability, cost-effectiveness, and broader testing coverage, enabling organizations to obtain valuable insights and improve the overall quality of their software products. The Crowdsourced Testing Market is being driven by factors such as increasing smartphone penetration and growing innovation in Crowdsourced Testing solutions.

These platforms act as intermediaries between the client and the crowd testers, facilitating smooth coordination, communication, and management of the testing activities. Smartphones are an integral part of our daily lives, used for various purposes such as communication, productivity, entertainment, and more. Leveraging crowdsourced testing with smartphone users enables companies to conduct real-world testing in diverse settings. According to Statista, smart phone sold in 2020 was 1351.84 million and the number is rising in 2021 by 1433.86 million, resulting in market growth. Along with this, the companies continuously improve their offering to clients, for instance, Feb 2021, Applause App Quality, Inc., introduced the Product Excellence Platform (PEP). This platform grants businesses access to a pool of digital experts and cutting-edge testing solutions. The primary goal behind this launch was to enhance the identification of software bugs and optimize the application development lifecycle for Applause's clientele. By leveraging PEP, customers can improve the quality and performance of their digital products, leading to enhanced user experiences and overall customer satisfaction. Thus, increasing smartphone penetration and continuous advancement in crowdsourced testing technology fueling the growth of the market. In addition, the increasing need for cost-effective quality assurance systems and the increasing need for flexible quality assurance systems create lucrative opportunities for the market. However, the concern about Data security and confidentiality hinders the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Crowdsourced Testing Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the presence of leading market players and well-developed technological infrastructure in the region. Asia Pacific is considered the fastest growing region during the forecasted period due to developing technological infrastructure and growing smartphone penetration in the region.

Major market player included in this report are:

Digivante Limited

Global App Testing (Spa Worldwide Limited)

Test IO (EPAM Systems, Inc.)

Applause App Quality, Inc.

Ubertesters Inc.

Userfeel Ltd

Rainforest QA, Inc.

msg systems ag

StarDust (Computer Task Group, Inc.)

Crowdsprint Pvt. Ltd.

Recent Developments in the Market:

In September 2021, Cigniti, an India-based company, recently expanded its operations by inaugurating a new office in Prague, Czech Republic. This strategic move is part of Cigniti's objective to strengthen its presence in the European market and effectively address the digital transformation requirements of major enterprises in the region. By establishing a foothold in Prague, Cigniti aims to enhance its ability to deliver high-quality software testing and quality assurance services to European clients, further solidifying its position as a trusted partner in the era of digital advancements.

Global Crowdsourced Testing Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Component, Testing Type, Application, Organization Size, Industry, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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:

Platform

Services

By Testing Type:

Exploratory Testing
Graphical User Interface (GUI) Testing
Usability Testing
Functional Testing
Performance Testing
Others

By Application:
Mobile Applications
Web Applications
Native Desktop Applications

By Organization Size:
Small And Medium Sized Enterprises (SMEs)
Large Size Enterprises

By Industry:
BFSI
Retail
IT & Telecom
Media & Entertainment
Healthcare
Others

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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