

Global Digital Assurance Market Size study & Forecast, by Testing Type (Functional Testing Solution, Performance & Usability Testing, Security Testing, API Testing, Network Testing), by Testing Mode (Manual Testing Deployment, Test Automation Deployment), by End-user Verticals (Government, BFSI, Healthcare, Manufacturing, IT & Telecommunication, Media & Entertainment, Others End-Users) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G64C1161C7E5EN.html>

Date: November 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G64C1161C7E5EN

Abstracts

Global Digital Assurance Market is valued approximately USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than 12.9% over the forecast period 2023-2030. Digital Assurance is a broad term in the technology and software industry that encompasses various processes, practices, and strategies aimed at ensuring the quality, reliability, security, and performance of digital systems, applications, and services. It is especially vital in modern digital age, as businesses increasingly rely on technology to supply their goods and services. The Digital Assurance Market is expanding because of factors such as the increasing number of mobile applications and growing demand for Enterprise software. As a result, the demand for Digital Assurance has progressively increased in the international market during the forecast period 2023-2030.

Mobile apps often handle sensitive user data and transactions. With the increasing emphasis on data privacy and security, there is a growing demand for security testing and assurance to protect user information and prevent data breaches. According to Statista, Mobile apps are projected to generate more than USD 613 billion by 2025, with

mobile games making up the biggest revenue share among all app categories. Furthermore, in 2023, the average consumer spend on mobile apps per smartphone was approximately USD 5.03. Another important factor that drives the Digital Assurance Market is the increasing demand for Enterprise software. Enterprise software often handles sensitive and confidential data, including financial information, customer data, and intellectual property. The demand for secure enterprise software solutions drives the need for thorough security testing and compliance with industry regulations, which are critical aspects of Digital Assurance. In addition, as per Statista, in 2022, IT spending on corporate software totals over USD 783 billion globally, representing a 7.1% increase over the previous year. Moreover, advancements in testing with the infusion of AI and machine learning technologies and rising API monitoring in the digital economy are anticipated to create lucrative growth opportunities for the market over the forecast period. However, lack of expertise and operational challenges is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Digital Assurance Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the adoption of digital technologies such as agile and DevOps for Quality assurance and testing activities in the region. The region's dominant performance is anticipated to propel the overall demand for Digital Assurance. Furthermore, Asia Pacific is expected to grow fastest over the forecast period, owing to factors such as rising key government initiatives towards digital transformation, rapidly adopting digital technologies, such as cloud computing, big data analytics, and artificial intelligence in the region.

Major market player included in this report are:

Accenture plc

International Business Machines Corporation

Capgemini SE

Tata Consultancy Services Limited

Infosys Limited

Wipro Limited

Nippon Telegraph and Telephone Data Corporation

Sopra Steria Group

Cognizant Technology Solutions Corporation

HCL Technologies Limited

Recent Developments in the Market:

In February 2023, Apexon and LambdaTest collaborates in a strategic technology partnership aimed at delivering cloud-based quality engineering and assurance solutions. This collaboration empowers enterprise clients to expedite their time-to-market, enhance user experiences, and reduce operational expenses by integrating higher levels of automation, agility, and security into their DevOps workflows. This partnership leverages Apexon's extensive digital engineering proficiency across various sectors, including healthcare, financial services, automotive, high tech, telecom, and retail, in conjunction with LambdaTest's HyperExecute platform. LambdaTest's platform offers swift, intelligent, end-to-end test execution and orchestration, enhancing the effectiveness of quality assurance efforts.

Global Digital Assurance 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 - Testing Type, Testing Mode, End-user Verticals, 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 Testing Type

Functional Testing Solution

Performance & Usability Testing

Security Testing

API Testing

Network Testing

by Testing Mode

Manual Testing Deployment

Test Automation Deployment

by End-user Verticals

Government

BFSI

Healthcare

Manufacturing

IT & Telecommunication

Media & Entertainment

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Digital Assurance Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Digital Assurance Market, by Testing Type, 2020-2030 (USD Billion)
 - 1.2.3. Digital Assurance Market, by Testing Mode, 2020-2030 (USD Billion)
 - 1.2.4. Digital Assurance Market, by End-user Verticals, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL DIGITAL ASSURANCE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL DIGITAL ASSURANCE MARKET DYNAMICS

- 3.1. Digital Assurance Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing number of mobile applications
 - 3.1.1.2. Growing demand for Enterprise software
 - 3.1.2. Market Challenges
 - 3.1.2.1. Lack of Expertise
 - 3.1.2.2. Operational Challenges
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Advancements in Testing with the Infusion of AI and Machine Learning Technologies
 - 3.1.3.2. Rising trend of API Monitoring in the Digital Economy

CHAPTER 4. GLOBAL DIGITAL ASSURANCE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL DIGITAL ASSURANCE MARKET, BY TESTING TYPE

- 5.1. Market Snapshot
- 5.2. Global Digital Assurance Market by Testing Type, Performance - Potential Analysis
- 5.3. Global Digital Assurance Market Estimates & Forecasts by Testing Type 2020-2030 (USD Billion)
- 5.4. Digital Assurance Market, Sub Segment Analysis
 - 5.4.1. Functional Testing Solution
 - 5.4.2. Performance & Usability Testing
 - 5.4.3. Security Testing
 - 5.4.4. API Testing
 - 5.4.5. Network Testing

CHAPTER 6. GLOBAL DIGITAL ASSURANCE MARKET, BY TESTING MODE

- 6.1. Market Snapshot
- 6.2. Global Digital Assurance Market by Testing Mode, Performance - Potential Analysis
- 6.3. Global Digital Assurance Market Estimates & Forecasts by Testing Mode

2020-2030 (USD Billion)

6.4. Digital Assurance Market, Sub Segment Analysis

6.4.1. Manual Testing Deployment

6.4.2. Test Automation Deployment

CHAPTER 7. GLOBAL DIGITAL ASSURANCE MARKET, BY END-USER VERTICALS

7.1. Market Snapshot

7.2. Global Digital Assurance Market by End-user Verticals, Performance - Potential Analysis

7.3. Global Digital Assurance Market Estimates & Forecasts by End-user Verticals 2020-2030 (USD Billion)

7.4. Digital Assurance Market, Sub Segment Analysis

7.4.1. Government

7.4.2. BFSI

7.4.3. Healthcare

7.4.4. Manufacturing

7.4.5. IT & Telecommunication

7.4.6. Media & Entertainment

7.4.7. Others End-Users

CHAPTER 8. GLOBAL DIGITAL ASSURANCE MARKET, REGIONAL ANALYSIS

8.1. Top Leading Countries

8.2. Top Emerging Countries

8.3. Digital Assurance Market, Regional Market Snapshot

8.4. North America Digital Assurance Market

8.4.1. U.S. Digital Assurance Market

8.4.1.1. Testing Type breakdown estimates & forecasts, 2020-2030

8.4.1.2. Testing Mode breakdown estimates & forecasts, 2020-2030

8.4.1.3. End-user Verticals breakdown estimates & forecasts, 2020-2030

8.4.2. Canada Digital Assurance Market

8.5. Europe Digital Assurance Market Snapshot

8.5.1. U.K. Digital Assurance Market

8.5.2. Germany Digital Assurance Market

8.5.3. France Digital Assurance Market

8.5.4. Spain Digital Assurance Market

8.5.5. Italy Digital Assurance Market

- 8.5.6. Rest of Europe Digital Assurance Market
- 8.6. Asia-Pacific Digital Assurance Market Snapshot
 - 8.6.1. China Digital Assurance Market
 - 8.6.2. India Digital Assurance Market
 - 8.6.3. Japan Digital Assurance Market
 - 8.6.4. Australia Digital Assurance Market
 - 8.6.5. South Korea Digital Assurance Market
 - 8.6.6. Rest of Asia Pacific Digital Assurance Market
- 8.7. Latin America Digital Assurance Market Snapshot
 - 8.7.1. Brazil Digital Assurance Market
 - 8.7.2. Mexico Digital Assurance Market
- 8.8. Middle East & Africa Digital Assurance Market
 - 8.8.1. Saudi Arabia Digital Assurance Market
 - 8.8.2. South Africa Digital Assurance Market
 - 8.8.3. Rest of Middle East & Africa Digital Assurance Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Accenture plc
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Recent Developments
 - 9.3.2. International Business Machines Corporation
 - 9.3.3. Capgemini SE
 - 9.3.4. Tata Consultancy Services Limited
 - 9.3.5. Infosys Limited
 - 9.3.6. Wipro Limited
 - 9.3.7. Nippon Telegraph and Telephone Data Corporation
 - 9.3.8. Sopra Steria Group
 - 9.3.9. Cognizant Technology Solutions Corporation
 - 9.3.10. HCL Technologies Limited

CHAPTER 10. RESEARCH PROCESS

10.1. Research Process

10.1.1. Data Mining

10.1.2. Analysis

10.1.3. Market Estimation

10.1.4. Validation

10.1.5. Publishing

10.2. Research Attributes

10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Digital Assurance Market, report scope

TABLE 2. Global Digital Assurance Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Digital Assurance Market estimates & forecasts by Testing Type 2020-2030 (USD Billion)

TABLE 4. Global Digital Assurance Market estimates & forecasts by Testing Mode 2020-2030 (USD Billion)

TABLE 5. Global Digital Assurance Market estimates & forecasts by End-user Verticals 2020-2030 (USD Billion)

TABLE 6. Global Digital Assurance Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Digital Assurance Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Digital Assurance Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Digital Assurance Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Digital Assurance Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Digital Assurance Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Digital Assurance Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Digital Assurance Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Digital Assurance Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. Global Digital Assurance Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 17. U.S. Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. U.S. Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19. Canada Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 20. Canada Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. Canada Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22. UK Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23. UK Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. UK Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25. Germany Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26. Germany Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. Germany Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28. France Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29. France Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. France Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31. Italy Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32. Italy Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Italy Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34. Spain Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35. Spain Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. Spain Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37. RoE Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38. RoE Digital Assurance Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 39. RoE Digital Assurance Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 40. China Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41. China Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. China Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43. India Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44. India Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. India Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46. Japan Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47. Japan Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. Japan Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49. South Korea Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50. South Korea Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. South Korea Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52. Australia Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53. Australia Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. Australia Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56. RoAPAC Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. RoAPAC Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58. Brazil Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59. Brazil Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Brazil Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Mexico Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62. Mexico Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. Mexico Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64. RoLA Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65. RoLA Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. RoLA Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67. Saudi Arabia Digital Assurance Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68. South Africa Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. RoMEA Digital Assurance Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70. 12. List of secondary sources, used in the study of global Digital Assurance Market

TABLE 71. 12. List of primary sources, used in the study of global Digital Assurance Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Digital Assurance Market, research methodology
 - FIG 2. Global Digital Assurance Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Digital Assurance Market, key trends 2022
 - FIG 5. Global Digital Assurance Market, growth prospects 2023-2030
 - FIG 6. Global Digital Assurance Market, porters 5 force model
 - FIG 7. Global Digital Assurance Market, pest analysis
 - FIG 8. Global Digital Assurance Market, value chain analysis
 - FIG 9. Global Digital Assurance Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10. Global Digital Assurance Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11. Global Digital Assurance Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12. Global Digital Assurance Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13. Global Digital Assurance Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14. Global Digital Assurance Market, regional snapshot 2020 & 2030
 - FIG 15. North America Digital Assurance Market 2020 & 2030 (USD Billion)
 - FIG 16. Europe Digital Assurance Market 2020 & 2030 (USD Billion)
 - FIG 17. Asia pacific Digital Assurance Market 2020 & 2030 (USD Billion)
 - FIG 18. Latin America Digital Assurance Market 2020 & 2030 (USD Billion)
 - FIG 19. Middle East & Africa Digital Assurance Market 2020 & 2030 (USD Billion)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

I would like to order

Product name: Global Digital Assurance Market Size study & Forecast, by Testing Type (Functional Testing Solution, Performance & Usability Testing, Security Testing, API Testing, Network Testing), by Testing Mode (Manual Testing Deployment, Test Automation Deployment), by End-user Verticals (Government, BFSI, Healthcare, Manufacturing, IT & Telecommunication, Media & Entertainment, Others End-Users) and Regional Analysis, 2023-2030

Product link: <https://marketpublishers.com/r/G64C1161C7E5EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G64C1161C7E5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970