

Global Software Testing Automation Market Research Report 2025(Status and Outlook)

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Abstracts

Software testing automation refers to the use of specialized tools and scripts to execute predefined tests on software applications, comparing actual outcomes with expected results without manual intervention, thereby increasing efficiency, accuracy, and coverage while reducing time and human resource costs in the software development lifecycle.

The global Software Testing Automation market size was estimated at USD 605.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 15.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Software Testing Automation market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Software Testing Automation market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Software Testing Automation market.

Global Software Testing Automation Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Worksoft
Tricentis
SmartBear
Keysight Technologies
Idera
Parasoft
Broadcom
Neotys
Microsoft
Micro Focus
Katalon

Market Segmentation (by Type)

Cloud Based
On-premises

Market Segmentation (by Application)

Large Enterprises
SMEs

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Software Testing Automation Market
Overview of the regional outlook of the Software Testing Automation Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division

standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Software Testing Automation Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Software Testing Automation, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Software Testing Automation

1.2 Key Market Segments

1.2.1 Software Testing Automation Segment by Type

1.2.2 Software Testing Automation Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 SOFTWARE TESTING AUTOMATION MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 SOFTWARE TESTING AUTOMATION MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Software Testing Automation Product Life Cycle

3.3 Global Software Testing Automation Revenue Market Share by Company (2020-2025)

3.4 Software Testing Automation Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Software Testing Automation Company Headquarters, Area Served, Product Type

3.6 Software Testing Automation Market Competitive Situation and Trends

3.6.1 Software Testing Automation Market Concentration Rate

3.6.2 Global 5 and 10 Largest Software Testing Automation Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 SOFTWARE TESTING AUTOMATION VALUE CHAIN ANALYSIS

4.1 Software Testing Automation Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SOFTWARE TESTING AUTOMATION MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Software Testing Automation Market Porter's Five Forces Analysis

6 SOFTWARE TESTING AUTOMATION MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Software Testing Automation Market Size Market Share by Type (2020-2025)
- 6.3 Global Software Testing Automation Market Size Growth Rate by Type (2021-2025)

7 SOFTWARE TESTING AUTOMATION MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Software Testing Automation Market Size (M USD) by Application (2020-2025)
- 7.3 Global Software Testing Automation Sales Growth Rate by Application (2020-2025)

8 SOFTWARE TESTING AUTOMATION MARKET SEGMENTATION BY REGION

- 8.1 Global Software Testing Automation Market Size by Region

8.1.1 Global Software Testing Automation Market Size by Region

8.1.2 Global Software Testing Automation Market Size Market Share by Region

8.2 North America

8.2.1 North America Software Testing Automation Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Software Testing Automation Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Software Testing Automation Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Software Testing Automation Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Software Testing Automation Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Worksoft

9.1.1 Worksoft Basic Information

9.1.2 Worksoft Software Testing Automation Product Overview

- 9.1.3 Worksoft Software Testing Automation Product Market Performance
- 9.1.4 Worksoft SWOT Analysis
- 9.1.5 Worksoft Business Overview
- 9.1.6 Worksoft Recent Developments
- 9.2 Tricentis
 - 9.2.1 Tricentis Basic Information
 - 9.2.2 Tricentis Software Testing Automation Product Overview
 - 9.2.3 Tricentis Software Testing Automation Product Market Performance
 - 9.2.4 Tricentis SWOT Analysis
 - 9.2.5 Tricentis Business Overview
 - 9.2.6 Tricentis Recent Developments
- 9.3 SmartBear
 - 9.3.1 SmartBear Basic Information
 - 9.3.2 SmartBear Software Testing Automation Product Overview
 - 9.3.3 SmartBear Software Testing Automation Product Market Performance
 - 9.3.4 SmartBear SWOT Analysis
 - 9.3.5 SmartBear Business Overview
 - 9.3.6 SmartBear Recent Developments
- 9.4 Keysight Technologies
 - 9.4.1 Keysight Technologies Basic Information
 - 9.4.2 Keysight Technologies Software Testing Automation Product Overview
 - 9.4.3 Keysight Technologies Software Testing Automation Product Market Performance
 - 9.4.4 Keysight Technologies Business Overview
 - 9.4.5 Keysight Technologies Recent Developments
- 9.5 Idera
 - 9.5.1 Idera Basic Information
 - 9.5.2 Idera Software Testing Automation Product Overview
 - 9.5.3 Idera Software Testing Automation Product Market Performance
 - 9.5.4 Idera Business Overview
 - 9.5.5 Idera Recent Developments
- 9.6 Parasoft
 - 9.6.1 Parasoft Basic Information
 - 9.6.2 Parasoft Software Testing Automation Product Overview
 - 9.6.3 Parasoft Software Testing Automation Product Market Performance
 - 9.6.4 Parasoft Business Overview
 - 9.6.5 Parasoft Recent Developments
- 9.7 Broadcom
 - 9.7.1 Broadcom Basic Information

- 9.7.2 Broadcom Software Testing Automation Product Overview
- 9.7.3 Broadcom Software Testing Automation Product Market Performance
- 9.7.4 Broadcom Business Overview
- 9.7.5 Broadcom Recent Developments

9.8 Neotys

- 9.8.1 Neotys Basic Information
- 9.8.2 Neotys Software Testing Automation Product Overview
- 9.8.3 Neotys Software Testing Automation Product Market Performance
- 9.8.4 Neotys Business Overview
- 9.8.5 Neotys Recent Developments

9.9 Microsoft

- 9.9.1 Microsoft Basic Information
- 9.9.2 Microsoft Software Testing Automation Product Overview
- 9.9.3 Microsoft Software Testing Automation Product Market Performance
- 9.9.4 Microsoft Business Overview
- 9.9.5 Microsoft Recent Developments

9.10 Micro Focus

- 9.10.1 Micro Focus Basic Information
- 9.10.2 Micro Focus Software Testing Automation Product Overview
- 9.10.3 Micro Focus Software Testing Automation Product Market Performance
- 9.10.4 Micro Focus Business Overview
- 9.10.5 Micro Focus Recent Developments

9.11 Katalon

- 9.11.1 Katalon Basic Information
- 9.11.2 Katalon Software Testing Automation Product Overview
- 9.11.3 Katalon Software Testing Automation Product Market Performance
- 9.11.4 Katalon Business Overview
- 9.11.5 Katalon Recent Developments

10 SOFTWARE TESTING AUTOMATION MARKET FORECAST BY REGION

- 10.1 Global Software Testing Automation Market Size Forecast
- 10.2 Global Software Testing Automation Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Software Testing Automation Market Size Forecast by Country
 - 10.2.3 Asia Pacific Software Testing Automation Market Size Forecast by Region
 - 10.2.4 South America Software Testing Automation Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of Software Testing Automation by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

11.1 Global Software Testing Automation Market Forecast by Type (2026-2033)

11.2 Global Software Testing Automation Market Forecast by Application (2026-2033)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Software Testing Automation Market Size Comparison by Region (M USD)

Table 5. Global Software Testing Automation Revenue (M USD) by Company
(2020-2025)

Table 6. Global Software Testing Automation Revenue Share by Company (2020-2025)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Software Testing Automation as of 2024)

Table 8. Software Testing Automation Company Headquarters and Area Served

Table 9. Company Software Testing Automation Product Type

Table 10. Global Software Testing Automation Company Market Concentration Ratio
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Midstream Market Analysis

Table 13. Downstream Customer Analysis

Table 14. Key Development Trends

Table 15. Driving Factors

Table 16. Software Testing Automation Market Challenges

Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 20. Global Software Testing Automation Market Size by Type (M USD)

Table 21. Global Software Testing Automation Market Size (M USD) by Type
(2020-2025)

Table 22. Global Software Testing Automation Market Size Share by Type (2020-2025)

Table 23. Global Software Testing Automation Market Size Growth Rate by Type
(2021-2025)

Table 24. Global Software Testing Automation Market Size by Application

Table 25. Global Software Testing Automation Market Size by Application (2020-2025)
& (M USD)

Table 26. Global Software Testing Automation Market Share by Application (2020-2025)

Table 27. Global Software Testing Automation Sales Growth Rate by Application
(2020-2025)

Table 28. Global Software Testing Automation Market Size by Region (2020-2025) & (M

USD)

Table 29. Global Software Testing Automation Market Size Market Share by Region (2020-2025)

Table 30. North America Software Testing Automation Market Size by Country (2020-2025) & (M USD)

Table 31. Europe Software Testing Automation Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Software Testing Automation Market Size by Region (2020-2025) & (M USD)

Table 33. South America Software Testing Automation Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Software Testing Automation Market Size by Region (2020-2025) & (M USD)

Table 35. Worksoft Basic Information

Table 36. Worksoft Software Testing Automation Product Overview

Table 37. Worksoft Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)

Table 38. Worksoft SWOT Analysis

Table 39. Worksoft Business Overview

Table 40. Worksoft Recent Developments

Table 41. Tricentis Basic Information

Table 42. Tricentis Software Testing Automation Product Overview

Table 43. Tricentis Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)

Table 44. Tricentis SWOT Analysis

Table 45. Tricentis Business Overview

Table 46. Tricentis Recent Developments

Table 47. SmartBear Basic Information

Table 48. SmartBear Software Testing Automation Product Overview

Table 49. SmartBear Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)

Table 50. SmartBear SWOT Analysis

Table 51. SmartBear Business Overview

Table 52. SmartBear Recent Developments

Table 53. Keysight Technologies Basic Information

Table 54. Keysight Technologies Software Testing Automation Product Overview

Table 55. Keysight Technologies Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)

Table 56. Keysight Technologies Business Overview

Table 57. Keysight Technologies Recent Developments
Table 58. Idera Basic Information
Table 59. Idera Software Testing Automation Product Overview
Table 60. Idera Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)
Table 61. Idera Business Overview
Table 62. Idera Recent Developments
Table 63. Parasoft Basic Information
Table 64. Parasoft Software Testing Automation Product Overview
Table 65. Parasoft Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)
Table 66. Parasoft Business Overview
Table 67. Parasoft Recent Developments
Table 68. Broadcom Basic Information
Table 69. Broadcom Software Testing Automation Product Overview
Table 70. Broadcom Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)
Table 71. Broadcom Business Overview
Table 72. Broadcom Recent Developments
Table 73. Neotys Basic Information
Table 74. Neotys Software Testing Automation Product Overview
Table 75. Neotys Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)
Table 76. Neotys Business Overview
Table 77. Neotys Recent Developments
Table 78. Microsoft Basic Information
Table 79. Microsoft Software Testing Automation Product Overview
Table 80. Microsoft Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)
Table 81. Microsoft Business Overview
Table 82. Microsoft Recent Developments
Table 83. Micro Focus Basic Information
Table 84. Micro Focus Software Testing Automation Product Overview
Table 85. Micro Focus Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)
Table 86. Micro Focus Business Overview
Table 87. Micro Focus Recent Developments
Table 88. Katalon Basic Information
Table 89. Katalon Software Testing Automation Product Overview

Table 90. Katalon Software Testing Automation Revenue (M USD) and Gross Margin (2020-2025)

Table 91. Katalon Business Overview

Table 92. Katalon Recent Developments

Table 93. Global Software Testing Automation Market Size Forecast by Region (2026-2033) & (M USD)

Table 94. North America Software Testing Automation Market Size Forecast by Country (2026-2033) & (M USD)

Table 95. Europe Software Testing Automation Market Size Forecast by Country (2026-2033) & (M USD)

Table 96. Asia Pacific Software Testing Automation Market Size Forecast by Region (2026-2033) & (M USD)

Table 97. South America Software Testing Automation Market Size Forecast by Country (2026-2033) & (M USD)

Table 98. Middle East and Africa Software Testing Automation Market Size Forecast by Country (2026-2033) & (M USD)

Table 99. Global Software Testing Automation Market Size Forecast by Type (2026-2033) & (M USD)

Table 100. Global Software Testing Automation Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Software Testing Automation

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Software Testing Automation Market Size (M USD), 2024-2033

Figure 5. Global Software Testing Automation Market Size (M USD) (2020-2033)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Software Testing Automation Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Software Testing Automation Product Life Cycle

Figure 12. Global Software Testing Automation Revenue Share by Company in 2024

Figure 13. Software Testing Automation Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 14. The Global 5 and 10 Largest Players: Market Share by Software Testing Automation Revenue in 2024

Figure 15. Value Chain Map of Software Testing Automation

Figure 16. Global Software Testing Automation Market PEST Analysis

Figure 17. Global Software Testing Automation Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Software Testing Automation Market Share by Type

Figure 20. Market Size Share of Software Testing Automation by Type (2020-2025)

Figure 21. Market Size Share of Software Testing Automation by Type in 2024

Figure 22. Global Software Testing Automation Market Size Growth Rate by Type (2021-2025)

Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 24. Global Software Testing Automation Market Share by Application

Figure 25. Global Software Testing Automation Market Share by Application (2020-2025)

Figure 26. Global Software Testing Automation Market Share by Application in 2024

Figure 27. Global Software Testing Automation Sales Growth Rate by Application (2020-2025)

Figure 28. Global Software Testing Automation Market Size Market Share by Region (2020-2025)

Figure 29. North America Software Testing Automation Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 30. North America Software Testing Automation Market Size Market Share by Country in 2024

Figure 31. U.S. Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Software Testing Automation Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Software Testing Automation Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Software Testing Automation Market Share by Country in 2024

Figure 36. Germany Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Spain Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Software Testing Automation Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Software Testing Automation Market Size Market Share by Region in 2024

Figure 43. China Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. India Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Southeast Asia Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Software Testing Automation Market Size and Growth Rate (M USD)

Figure 49. South America Software Testing Automation Market Size Market Share by

Country in 2024

Figure 50. Brazil Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Software Testing Automation Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Software Testing Automation Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Software Testing Automation Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Software Testing Automation Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Software Testing Automation Market Share Forecast by Type (2026-2033)

Figure 62. Global Software Testing Automation Market Share Forecast by Application (2026-2033)

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