

Global A/B Testing Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global A/B Testing Software market size was valued at US\$ 1056 million in 2025 and is forecast to a readjusted size of US\$ 1988 million by 2032 with a CAGR of 9.6% during review period.

A/B testing, also called split testing or bucket testing, is a method of comparing two versions of a webpage or app against each other to determine which one performs better. A/B Testing can take the guesswork out of website optimization and enables data-informed decisions that shift business conversations from 'we think' to 'we know.'

Global A/B Testing Software key players include Adobe, Optimizely, AB Tasty, Oracle, Freshworks, etc. Global top five manufacturers hold a share over 50%. North America is the largest market, with a share about 45%, followed by Europe and China, both have a share about 40 percent. In terms of product, Web Based is the largest segment, with a share about 55%. And in terms of application, the largest application is Large Enterprises, followed by SMEs.

Market Drivers

Rising Demand for Data-Driven Decision Making

Businesses increasingly rely on data analytics to optimize user experience (UX), conversion rates, and marketing strategies. A/B testing provides statistically validated insights, reducing guesswork in decision-making.

Growth of E-Commerce & Digital Marketing

Online retailers and marketers use A/B testing to improve landing pages, CTAs, pricing strategies, and ad performance. Platforms like Shopify, WordPress, and SaaS tools integrate A/B testing for better conversions.

Increased Focus on Personalization & Customer Experience

Companies leverage A/B testing to deliver personalized content, product recommendations, and dynamic web experiences. AI-driven A/B testing tools enhance segmentation and targeting.

This report is a detailed and comprehensive analysis for global A/B Testing Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global A/B Testing Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global A/B Testing Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global A/B Testing Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global A/B Testing Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for A/B Testing Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global A/B Testing Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Optimizely, Adobe, AB Tasty, Oracle, Dynamic Yield, Unbounce, Convert, Instapage, VWO, Coveo, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

A/B Testing Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Web Based

Mobile Based

Full Stack

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Optimizely

Adobe

AB Tasty

Oracle

Dynamic Yield

Unbounce

Convert

Instapage

VWO

Coveo

Salesforce

Firebase

Kameleoon

SiteSpect

Evolv Ascend

Omniconvert

Webtrends Optimize

Fibr

NotifyVisitors

Crazy Egg

CleverTap (Leanplum)

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe A/B Testing Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of A/B Testing Software, with revenue, gross margin, and global market share of A/B Testing Software from 2021 to 2026.

Chapter 3, the A/B Testing Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and A/B Testing Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of A/B Testing Software.

Chapter 13, to describe A/B Testing Software research findings and conclusion.

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