

Global Software Test Automation Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Software Test Automation market size was valued at US\$ 94660 million in 2024 and is forecast to a readjusted size of USD 163790 million by 2031 with a CAGR of 9.0% during review period.

Software test automation refers to the process of using automated tools and scripts to perform software testing tasks instead of manual testing. It encompasses various stages such as test planning, test design, test execution, and test result analysis. Through automation, testers can execute a large volume of regression tests, functional tests, performance tests, etc., more quickly and efficiently, improving software product quality, reducing human errors, and enhancing testing efficiency and stability.

The product scope of software test automation generally includes automated testing frameworks, automated testing tools, automated scripts, and automated testing environments. An automated testing framework serves as the foundation for the entire automation process, providing standardized test procedures, test case management, test execution, and report generation functions. Common automated testing tools include Selenium, Jenkins, and Appium, which are used for different types of testing, such as web application testing, mobile application testing, and CI/CD integration. Automated test scripts are the core code that executes the testing process. These scripts are written in programming languages such as Java, Python, and JavaScript, and they simulate user actions to verify whether the software's functionality meets expectations. An automated testing environment refers to the hardware, operating system, application programs, and databases required to configure and set up the testing resources.

As software development cycles continue to shorten and demand increases, automated testing has become an essential part of modern software development and quality assurance processes. By implementing automated testing, teams can quickly identify and address issues, ensuring the stability of software product quality.

The software test automation market is growing rapidly due to the ongoing development and increasing complexity of software development. Here are key points on market opportunities, drivers, risks, market concentration, downstream demand trends, and the latest technologies.

Market Opportunities and Major Drivers

- 1. Rise of Agile Development and DevOps:** The widespread adoption of Agile and DevOps methodologies has created greater demand for test automation. These approaches emphasize fast delivery and continuous integration, making automated testing an essential part of efficient software development processes.
- 2. Improved Testing Efficiency and Quality:** Companies increasingly recognize the limitations of manual testing. Automation not only improves testing efficiency but also reduces human errors, ensuring product quality, especially in large-scale software development projects.
- 3. Support from Cloud Computing and Virtualization:** The maturity of cloud computing and virtualization technologies has enabled automated testing across multiple environments and platforms, significantly driving the growth of the test automation market.
- 4. Integration of AI and Machine Learning:** The application of artificial intelligence and machine learning makes the testing process smarter, enabling automated tools to autonomously learn and optimize test cases, providing more accurate test results.

Market Risks

- 1. High Initial Investment and Technical Barriers:** While test automation delivers long-term benefits, it requires a high initial investment, especially in setting up testing frameworks and purchasing automation tools, which may create a significant burden for small and medium-sized enterprises.

2. Complexity and Maintenance Costs: As test scripts and automated frameworks increase, maintaining the system becomes more complex. For large-scale projects, the maintenance costs of test automation may gradually rise.

3. Talent Shortage: The demand for skilled automation test engineers exceeds supply, resulting in a talent bottleneck for companies implementing test automation.

Market Concentration and Downstream Demand Trends

The automation testing market currently exhibits a competitive landscape, with a significant share controlled by well-known tools such as Selenium, QTP, and Appium. However, as technology advances, smaller companies and emerging businesses are entering the market, creating a more diverse competitive environment.

Downstream demand is primarily driven by large software development enterprises, internet companies, and industries like finance and healthcare, which require high software quality standards and often adopt Agile or DevOps practices, leading to a growing demand for test automation.

Latest Technologies

1. Intelligent Test Tools: Automated testing tools incorporating AI and machine learning can intelligently generate test cases and optimize test paths, improving test coverage and accuracy.

2. Continuous Integration and Continuous Delivery (CI/CD): The promotion of CI/CD has led to closer integration of test automation with the development process, enhancing testing efficiency and product delivery speed.

3. Drone and IoT Test Automation: With the rise of IoT devices and drones, the demand for automation tools for testing these devices is increasing, driving innovation in related testing tools.

This report is a detailed and comprehensive analysis for global Software Test Automation 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 Software Test Automation market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Software Test Automation market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Software Test Automation market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Software Test Automation market shares of main players, in revenue (\$ Million), 2020-2025

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 Software Test Automation

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 Software Test Automation 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 Capgemini, Accenture, Wipro, Cognizant, Microsoft, Infosys, TCS, Hexaware Technologies, Testin, IBM, etc.

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

Market segmentation

Software Test Automation market is split by Type and by Application. For the period 2020-2031, 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

Cloud-Based

On-Premises

Market segment by Application

Large Enterprises (1000+Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499Users)

Market segment by players, this report covers

Capgemini

Accenture

Wipro

Cognizant

Microsoft

Infosys

TCS

Hexaware Technologies

Testin

IBM

Tricentis

Worksoft

Eggplant

Neusoft

Alibaba Cloud

Baidu MTC

WeTest

Huawei CloudTest

51Testing

Parasoft

Netease

Selenium

Katalon

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 Software Test Automation product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Software Test Automation, with revenue, gross margin, and global market share of Software Test Automation from 2020 to 2025.

Chapter 3, the Software Test Automation 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 2020 to 2031

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 2020 to 2025. and Software Test Automation market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Software Test Automation.

Chapter 13, to describe Software Test Automation research findings and conclusion.

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