

Global Software Testing 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 Testing Automation market size was valued at US\$ 9363 million in 2024 and is forecast to a readjusted size of USD 18510 million by 2031 with a CAGR of 11.2% during review period.

Automated software testing refers to the process of using automation tools and scripts to perform software testing without manual intervention. This process typically involves steps such as writing test cases, designing test scripts, executing tests, and generating reports. The goal of automation testing is to improve testing efficiency, coverage, and accuracy while reducing the time and cost associated with manual testing. It is applicable to various types of testing, such as regression testing, functional testing, performance testing, and more.

The product scope of automated software testing includes several key components:

Testing Tools: Automation testing tools are the core products for implementing automated testing. These tools can be open-source or commercial and support various types of testing, such as functional testing, regression testing, performance testing, etc. Common automation testing tools include Selenium, Appium, JUnit, TestNG, Cucumber, and others.

Test Scripts: Test scripts are an essential component of automated testing. They are written using programming languages (such as Java, Python, JavaScript, etc.) to automatically execute test steps and compare expected results with actual results.

Test Frameworks: Test frameworks provide the underlying structure for automated testing, offering a framework for test execution and report generation. Common frameworks include data-driven frameworks, keyword-driven frameworks, and behavior-driven frameworks.

Integration Platforms: To enhance efficiency, automated testing tools and frameworks often need to be integrated with Continuous Integration/Continuous Delivery (CI/CD) toolchains, allowing automated tests to be executed automatically and ensuring high-quality software delivery.

Report Generation Tools: After the completion of the automated testing process, generated reports serve as an important basis for evaluating software quality. Modern automation testing tools can generate detailed test reports to help developers and testers quickly identify issues and improve the product.

The application of automated software testing spans a wide range of domains, including web applications, mobile applications, and API interfaces. With the accelerated software development cycle and increasing quality requirements, automated software testing has become a crucial tool for ensuring product quality and delivery efficiency.

Market Development Opportunities and Key Drivers

- 1. Shortened Software Development Cycles:** The promotion of Agile development and DevOps has significantly shortened software development cycles, driving demand for automation testing tools and services. Automated testing speeds up the testing process, ensuring fast delivery of high-quality software products.
- 2. Need for Testing Efficiency and Accuracy:** As companies place higher demands on software quality, traditional manual testing struggles to meet these needs. Automation testing increases test coverage and accuracy while reducing the chance of human error, ensuring product quality.
- 3. Widespread Adoption of Cloud and Virtualization:** Cloud computing and virtualization technologies provide more efficient environments for automated testing. Companies can perform distributed testing on cloud platforms, reducing hardware investment and improving testing efficiency.
- 4. AI and Machine Learning Applications:** Artificial intelligence (AI) and machine learning (ML) technologies are emerging drivers of automated testing. AI can help automatically

generate test cases, fix errors in test scripts, and optimize decision-making during testing processes.

Market Risks

- 1. Rapid Technological Updates:** Automated testing tools and technologies are continuously updated, requiring companies to invest in training and upgrading their systems to stay current. Some companies may face challenges in keeping up with these rapid advancements.
- 2. Tool Adaptability and Flexibility:** Different projects and applications have varying requirements, and the adaptability of automation testing tools can become a limiting factor for widespread adoption. Some tools may perform poorly in certain environments or tech stacks, resulting in suboptimal testing outcomes.
- 3. Over-Reliance on AI:** While AI and ML hold great potential in automated testing, excessive dependence on AI may lead to blind reliance on tools and technologies, reducing human testers' ability to make judgments and apply creativity.

Market Concentration

The automation testing market is still fragmented. While large companies like Micro Focus and SmartBear hold substantial market share, there are many small companies and open-source tools playing key roles. As technology evolves and enterprise demand increases, the market may become more concentrated, with leading companies further consolidating resources and offering more comprehensive solutions.

Downstream Demand Trends

As companies increasingly focus on software quality and delivery efficiency, demand for automation testing continues to grow across various industries. Key sectors such as finance, e-commerce, healthcare, and manufacturing are becoming more reliant on automated testing. Additionally, with the rise of mobile and cloud applications, the demand for automation testing in these areas is expected to expand.

Latest Technologies

AI-driven Test Automation: Using AI and ML algorithms, automation testing can achieve intelligent test case generation, automatic script fixes, and performance prediction.

No-code/Low-code Testing Tools: These tools simplify the testing process, enabling non-technical personnel to participate in automation testing and lowering the barrier to entry.

Integrated Testing Platforms: With the adoption of CI/CD, automated testing platforms are increasingly integrated with development workflows, becoming an essential part of modern software development processes.

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

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

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

Global Software Testing 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 Testing 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 Testing 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 Testing 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

SMEs

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

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

Chapter 3, the Software Testing 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 Testing 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 Testing Automation.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Software Testing Automation by Type

1.3.1 Overview: Global Software Testing Automation Market Size by Type: 2020 Versus 2024 Versus 2031

1.3.2 Global Software Testing Automation Consumption Value Market Share by Type in 2024

1.3.3 Cloud Based

1.3.4 On-premises

1.4 Global Software Testing Automation Market by Application

1.4.1 Overview: Global Software Testing Automation Market Size by Application: 2020 Versus 2024 Versus 2031

1.4.2 Large Enterprises

1.4.3 SMEs

1.5 Global Software Testing Automation Market Size & Forecast

1.6 Global Software Testing Automation Market Size and Forecast by Region

1.6.1 Global Software Testing Automation Market Size by Region: 2020 VS 2024 VS 2031

1.6.2 Global Software Testing Automation Market Size by Region, (2020-2031)

1.6.3 North America Software Testing Automation Market Size and Prospect (2020-2031)

1.6.4 Europe Software Testing Automation Market Size and Prospect (2020-2031)

1.6.5 Asia-Pacific Software Testing Automation Market Size and Prospect (2020-2031)

1.6.6 South America Software Testing Automation Market Size and Prospect (2020-2031)

1.6.7 Middle East & Africa Software Testing Automation Market Size and Prospect (2020-2031)

2 COMPANY PROFILES

2.1 Capgemini

2.1.1 Capgemini Details

2.1.2 Capgemini Major Business

2.1.3 Capgemini Software Testing Automation Product and Solutions

2.1.4 Capgemini Software Testing Automation Revenue, Gross Margin and Market

Share (2020-2025)

2.1.5 Capgemini Recent Developments and Future Plans

2.2 Accenture

2.2.1 Accenture Details

2.2.2 Accenture Major Business

2.2.3 Accenture Software Testing Automation Product and Solutions

2.2.4 Accenture Software Testing Automation Revenue, Gross Margin and Market

Share (2020-2025)

2.2.5 Accenture Recent Developments and Future Plans

2.3 Wipro

2.3.1 Wipro Details

2.3.2 Wipro Major Business

2.3.3 Wipro Software Testing Automation Product and Solutions

2.3.4 Wipro Software Testing Automation Revenue, Gross Margin and Market Share

(2020-2025)

2.3.5 Wipro Recent Developments and Future Plans

2.4 Cognizant

2.4.1 Cognizant Details

2.4.2 Cognizant Major Business

2.4.3 Cognizant Software Testing Automation Product and Solutions

2.4.4 Cognizant Software Testing Automation Revenue, Gross Margin and Market

Share (2020-2025)

2.4.5 Cognizant Recent Developments and Future Plans

2.5 Microsoft

2.5.1 Microsoft Details

2.5.2 Microsoft Major Business

2.5.3 Microsoft Software Testing Automation Product and Solutions

2.5.4 Microsoft Software Testing Automation Revenue, Gross Margin and Market

Share (2020-2025)

2.5.5 Microsoft Recent Developments and Future Plans

2.6 Infosys

2.6.1 Infosys Details

2.6.2 Infosys Major Business

2.6.3 Infosys Software Testing Automation Product and Solutions

2.6.4 Infosys Software Testing Automation Revenue, Gross Margin and Market Share

(2020-2025)

2.6.5 Infosys Recent Developments and Future Plans

2.7 TCS

2.7.1 TCS Details

- 2.7.2 TCS Major Business
- 2.7.3 TCS Software Testing Automation Product and Solutions
- 2.7.4 TCS Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
- 2.7.5 TCS Recent Developments and Future Plans
- 2.8 Hexaware Technologies
 - 2.8.1 Hexaware Technologies Details
 - 2.8.2 Hexaware Technologies Major Business
 - 2.8.3 Hexaware Technologies Software Testing Automation Product and Solutions
 - 2.8.4 Hexaware Technologies Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.8.5 Hexaware Technologies Recent Developments and Future Plans
- 2.9 Testin
 - 2.9.1 Testin Details
 - 2.9.2 Testin Major Business
 - 2.9.3 Testin Software Testing Automation Product and Solutions
 - 2.9.4 Testin Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 Testin Recent Developments and Future Plans
- 2.10 IBM
 - 2.10.1 IBM Details
 - 2.10.2 IBM Major Business
 - 2.10.3 IBM Software Testing Automation Product and Solutions
 - 2.10.4 IBM Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.10.5 IBM Recent Developments and Future Plans
- 2.11 Tricentis
 - 2.11.1 Tricentis Details
 - 2.11.2 Tricentis Major Business
 - 2.11.3 Tricentis Software Testing Automation Product and Solutions
 - 2.11.4 Tricentis Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.11.5 Tricentis Recent Developments and Future Plans
- 2.12 Worksoft
 - 2.12.1 Worksoft Details
 - 2.12.2 Worksoft Major Business
 - 2.12.3 Worksoft Software Testing Automation Product and Solutions
 - 2.12.4 Worksoft Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)

- 2.12.5 Worksoft Recent Developments and Future Plans
- 2.13 Eggplant
 - 2.13.1 Eggplant Details
 - 2.13.2 Eggplant Major Business
 - 2.13.3 Eggplant Software Testing Automation Product and Solutions
 - 2.13.4 Eggplant Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.13.5 Eggplant Recent Developments and Future Plans
- 2.14 Neusoft
 - 2.14.1 Neusoft Details
 - 2.14.2 Neusoft Major Business
 - 2.14.3 Neusoft Software Testing Automation Product and Solutions
 - 2.14.4 Neusoft Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.14.5 Neusoft Recent Developments and Future Plans
- 2.15 Alibaba Cloud
 - 2.15.1 Alibaba Cloud Details
 - 2.15.2 Alibaba Cloud Major Business
 - 2.15.3 Alibaba Cloud Software Testing Automation Product and Solutions
 - 2.15.4 Alibaba Cloud Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.15.5 Alibaba Cloud Recent Developments and Future Plans
- 2.16 Baidu MTC
 - 2.16.1 Baidu MTC Details
 - 2.16.2 Baidu MTC Major Business
 - 2.16.3 Baidu MTC Software Testing Automation Product and Solutions
 - 2.16.4 Baidu MTC Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.16.5 Baidu MTC Recent Developments and Future Plans
- 2.17 WeTest
 - 2.17.1 WeTest Details
 - 2.17.2 WeTest Major Business
 - 2.17.3 WeTest Software Testing Automation Product and Solutions
 - 2.17.4 WeTest Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.17.5 WeTest Recent Developments and Future Plans
- 2.18 Huawei CloudTest
 - 2.18.1 Huawei CloudTest Details
 - 2.18.2 Huawei CloudTest Major Business

- 2.18.3 Huawei CloudTest Software Testing Automation Product and Solutions
- 2.18.4 Huawei CloudTest Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
- 2.18.5 Huawei CloudTest Recent Developments and Future Plans
- 2.19 51Testing
 - 2.19.1 51Testing Details
 - 2.19.2 51Testing Major Business
 - 2.19.3 51Testing Software Testing Automation Product and Solutions
 - 2.19.4 51Testing Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.19.5 51Testing Recent Developments and Future Plans
- 2.20 Parasoft
 - 2.20.1 Parasoft Details
 - 2.20.2 Parasoft Major Business
 - 2.20.3 Parasoft Software Testing Automation Product and Solutions
 - 2.20.4 Parasoft Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.20.5 Parasoft Recent Developments and Future Plans
- 2.21 Netease
 - 2.21.1 Netease Details
 - 2.21.2 Netease Major Business
 - 2.21.3 Netease Software Testing Automation Product and Solutions
 - 2.21.4 Netease Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.21.5 Netease Recent Developments and Future Plans
- 2.22 Selenium
 - 2.22.1 Selenium Details
 - 2.22.2 Selenium Major Business
 - 2.22.3 Selenium Software Testing Automation Product and Solutions
 - 2.22.4 Selenium Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.22.5 Selenium Recent Developments and Future Plans
- 2.23 Katalon
 - 2.23.1 Katalon Details
 - 2.23.2 Katalon Major Business
 - 2.23.3 Katalon Software Testing Automation Product and Solutions
 - 2.23.4 Katalon Software Testing Automation Revenue, Gross Margin and Market Share (2020-2025)
 - 2.23.5 Katalon Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Software Testing Automation Revenue and Share by Players (2020-2025)

3.2 Market Share Analysis (2024)

3.2.1 Market Share of Software Testing Automation by Company Revenue

3.2.2 Top 3 Software Testing Automation Players Market Share in 2024

3.2.3 Top 6 Software Testing Automation Players Market Share in 2024

3.3 Software Testing Automation Market: Overall Company Footprint Analysis

3.3.1 Software Testing Automation Market: Region Footprint

3.3.2 Software Testing Automation Market: Company Product Type Footprint

3.3.3 Software Testing Automation Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Software Testing Automation Consumption Value and Market Share by Type (2020-2025)

4.2 Global Software Testing Automation Market Forecast by Type (2026-2031)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Software Testing Automation Consumption Value Market Share by Application (2020-2025)

5.2 Global Software Testing Automation Market Forecast by Application (2026-2031)

6 NORTH AMERICA

6.1 North America Software Testing Automation Consumption Value by Type (2020-2031)

6.2 North America Software Testing Automation Market Size by Application (2020-2031)

6.3 North America Software Testing Automation Market Size by Country

6.3.1 North America Software Testing Automation Consumption Value by Country (2020-2031)

6.3.2 United States Software Testing Automation Market Size and Forecast (2020-2031)

6.3.3 Canada Software Testing Automation Market Size and Forecast (2020-2031)

6.3.4 Mexico Software Testing Automation Market Size and Forecast (2020-2031)

7 EUROPE

7.1 Europe Software Testing Automation Consumption Value by Type (2020-2031)

7.2 Europe Software Testing Automation Consumption Value by Application (2020-2031)

7.3 Europe Software Testing Automation Market Size by Country

7.3.1 Europe Software Testing Automation Consumption Value by Country (2020-2031)

7.3.2 Germany Software Testing Automation Market Size and Forecast (2020-2031)

7.3.3 France Software Testing Automation Market Size and Forecast (2020-2031)

7.3.4 United Kingdom Software Testing Automation Market Size and Forecast (2020-2031)

7.3.5 Russia Software Testing Automation Market Size and Forecast (2020-2031)

7.3.6 Italy Software Testing Automation Market Size and Forecast (2020-2031)

8 ASIA-PACIFIC

8.1 Asia-Pacific Software Testing Automation Consumption Value by Type (2020-2031)

8.2 Asia-Pacific Software Testing Automation Consumption Value by Application (2020-2031)

8.3 Asia-Pacific Software Testing Automation Market Size by Region

8.3.1 Asia-Pacific Software Testing Automation Consumption Value by Region (2020-2031)

8.3.2 China Software Testing Automation Market Size and Forecast (2020-2031)

8.3.3 Japan Software Testing Automation Market Size and Forecast (2020-2031)

8.3.4 South Korea Software Testing Automation Market Size and Forecast (2020-2031)

8.3.5 India Software Testing Automation Market Size and Forecast (2020-2031)

8.3.6 Southeast Asia Software Testing Automation Market Size and Forecast (2020-2031)

8.3.7 Australia Software Testing Automation Market Size and Forecast (2020-2031)

9 SOUTH AMERICA

9.1 South America Software Testing Automation Consumption Value by Type (2020-2031)

9.2 South America Software Testing Automation Consumption Value by Application (2020-2031)

9.3 South America Software Testing Automation Market Size by Country

9.3.1 South America Software Testing Automation Consumption Value by Country (2020-2031)

9.3.2 Brazil Software Testing Automation Market Size and Forecast (2020-2031)

9.3.3 Argentina Software Testing Automation Market Size and Forecast (2020-2031)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Software Testing Automation Consumption Value by Type (2020-2031)

10.2 Middle East & Africa Software Testing Automation Consumption Value by Application (2020-2031)

10.3 Middle East & Africa Software Testing Automation Market Size by Country

10.3.1 Middle East & Africa Software Testing Automation Consumption Value by Country (2020-2031)

10.3.2 Turkey Software Testing Automation Market Size and Forecast (2020-2031)

10.3.3 Saudi Arabia Software Testing Automation Market Size and Forecast (2020-2031)

10.3.4 UAE Software Testing Automation Market Size and Forecast (2020-2031)

11 MARKET DYNAMICS

11.1 Software Testing Automation Market Drivers

11.2 Software Testing Automation Market Restraints

11.3 Software Testing Automation Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Software Testing Automation Industry Chain

12.2 Software Testing Automation Upstream Analysis

12.3 Software Testing Automation Midstream Analysis

12.4 Software Testing Automation Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Software Testing Automation Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Software Testing Automation Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Global Software Testing Automation Consumption Value by Region (2020-2025) & (USD Million)

Table 4. Global Software Testing Automation Consumption Value by Region (2026-2031) & (USD Million)

Table 5. Capgemini Company Information, Head Office, and Major Competitors

Table 6. Capgemini Major Business

Table 7. Capgemini Software Testing Automation Product and Solutions

Table 8. Capgemini Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 9. Capgemini Recent Developments and Future Plans

Table 10. Accenture Company Information, Head Office, and Major Competitors

Table 11. Accenture Major Business

Table 12. Accenture Software Testing Automation Product and Solutions

Table 13. Accenture Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 14. Accenture Recent Developments and Future Plans

Table 15. Wipro Company Information, Head Office, and Major Competitors

Table 16. Wipro Major Business

Table 17. Wipro Software Testing Automation Product and Solutions

Table 18. Wipro Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 19. Cognizant Company Information, Head Office, and Major Competitors

Table 20. Cognizant Major Business

Table 21. Cognizant Software Testing Automation Product and Solutions

Table 22. Cognizant Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 23. Cognizant Recent Developments and Future Plans

Table 24. Microsoft Company Information, Head Office, and Major Competitors

Table 25. Microsoft Major Business

Table 26. Microsoft Software Testing Automation Product and Solutions

Table 27. Microsoft Software Testing Automation Revenue (USD Million), Gross Margin

and Market Share (2020-2025)

Table 28. Microsoft Recent Developments and Future Plans

Table 29. Infosys Company Information, Head Office, and Major Competitors

Table 30. Infosys Major Business

Table 31. Infosys Software Testing Automation Product and Solutions

Table 32. Infosys Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 33. Infosys Recent Developments and Future Plans

Table 34. TCS Company Information, Head Office, and Major Competitors

Table 35. TCS Major Business

Table 36. TCS Software Testing Automation Product and Solutions

Table 37. TCS Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 38. TCS Recent Developments and Future Plans

Table 39. Hexaware Technologies Company Information, Head Office, and Major Competitors

Table 40. Hexaware Technologies Major Business

Table 41. Hexaware Technologies Software Testing Automation Product and Solutions

Table 42. Hexaware Technologies Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 43. Hexaware Technologies Recent Developments and Future Plans

Table 44. Testin Company Information, Head Office, and Major Competitors

Table 45. Testin Major Business

Table 46. Testin Software Testing Automation Product and Solutions

Table 47. Testin Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 48. Testin Recent Developments and Future Plans

Table 49. IBM Company Information, Head Office, and Major Competitors

Table 50. IBM Major Business

Table 51. IBM Software Testing Automation Product and Solutions

Table 52. IBM Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 53. IBM Recent Developments and Future Plans

Table 54. Tricentis Company Information, Head Office, and Major Competitors

Table 55. Tricentis Major Business

Table 56. Tricentis Software Testing Automation Product and Solutions

Table 57. Tricentis Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 58. Tricentis Recent Developments and Future Plans

Table 59. Worksoft Company Information, Head Office, and Major Competitors

Table 60. Worksoft Major Business

Table 61. Worksoft Software Testing Automation Product and Solutions

Table 62. Worksoft Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 63. Worksoft Recent Developments and Future Plans

Table 64. Eggplant Company Information, Head Office, and Major Competitors

Table 65. Eggplant Major Business

Table 66. Eggplant Software Testing Automation Product and Solutions

Table 67. Eggplant Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 68. Eggplant Recent Developments and Future Plans

Table 69. Neusoft Company Information, Head Office, and Major Competitors

Table 70. Neusoft Major Business

Table 71. Neusoft Software Testing Automation Product and Solutions

Table 72. Neusoft Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 73. Neusoft Recent Developments and Future Plans

Table 74. Alibaba Cloud Company Information, Head Office, and Major Competitors

Table 75. Alibaba Cloud Major Business

Table 76. Alibaba Cloud Software Testing Automation Product and Solutions

Table 77. Alibaba Cloud Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 78. Alibaba Cloud Recent Developments and Future Plans

Table 79. Baidu MTC Company Information, Head Office, and Major Competitors

Table 80. Baidu MTC Major Business

Table 81. Baidu MTC Software Testing Automation Product and Solutions

Table 82. Baidu MTC Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 83. Baidu MTC Recent Developments and Future Plans

Table 84. WeTest Company Information, Head Office, and Major Competitors

Table 85. WeTest Major Business

Table 86. WeTest Software Testing Automation Product and Solutions

Table 87. WeTest Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 88. WeTest Recent Developments and Future Plans

Table 89. Huawei CloudTest Company Information, Head Office, and Major Competitors

Table 90. Huawei CloudTest Major Business

Table 91. Huawei CloudTest Software Testing Automation Product and Solutions

Table 92. Huawei CloudTest Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 93. Huawei CloudTest Recent Developments and Future Plans

Table 94. 51Testing Company Information, Head Office, and Major Competitors

Table 95. 51Testing Major Business

Table 96. 51Testing Software Testing Automation Product and Solutions

Table 97. 51Testing Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 98. 51Testing Recent Developments and Future Plans

Table 99. Parasoft Company Information, Head Office, and Major Competitors

Table 100. Parasoft Major Business

Table 101. Parasoft Software Testing Automation Product and Solutions

Table 102. Parasoft Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 103. Parasoft Recent Developments and Future Plans

Table 104. Netease Company Information, Head Office, and Major Competitors

Table 105. Netease Major Business

Table 106. Netease Software Testing Automation Product and Solutions

Table 107. Netease Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 108. Netease Recent Developments and Future Plans

Table 109. Selenium Company Information, Head Office, and Major Competitors

Table 110. Selenium Major Business

Table 111. Selenium Software Testing Automation Product and Solutions

Table 112. Selenium Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 113. Selenium Recent Developments and Future Plans

Table 114. Katalon Company Information, Head Office, and Major Competitors

Table 115. Katalon Major Business

Table 116. Katalon Software Testing Automation Product and Solutions

Table 117. Katalon Software Testing Automation Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 118. Katalon Recent Developments and Future Plans

Table 119. Global Software Testing Automation Revenue (USD Million) by Players (2020-2025)

Table 120. Global Software Testing Automation Revenue Share by Players (2020-2025)

Table 121. Breakdown of Software Testing Automation by Company Type (Tier 1, Tier 2, and Tier 3)

Table 122. Market Position of Players in Software Testing Automation, (Tier 1, Tier 2,

and Tier 3), Based on Revenue in 2024

Table 123. Head Office of Key Software Testing Automation Players

Table 124. Software Testing Automation Market: Company Product Type Footprint

Table 125. Software Testing Automation Market: Company Product Application Footprint

Table 126. Software Testing Automation New Market Entrants and Barriers to Market Entry

Table 127. Software Testing Automation Mergers, Acquisition, Agreements, and Collaborations

Table 128. Global Software Testing Automation Consumption Value (USD Million) by Type (2020-2025)

Table 129. Global Software Testing Automation Consumption Value Share by Type (2020-2025)

Table 130. Global Software Testing Automation Consumption Value Forecast by Type (2026-2031)

Table 131. Global Software Testing Automation Consumption Value by Application (2020-2025)

Table 132. Global Software Testing Automation Consumption Value Forecast by Application (2026-2031)

Table 133. North America Software Testing Automation Consumption Value by Type (2020-2025) & (USD Million)

Table 134. North America Software Testing Automation Consumption Value by Type (2026-2031) & (USD Million)

Table 135. North America Software Testing Automation Consumption Value by Application (2020-2025) & (USD Million)

Table 136. North America Software Testing Automation Consumption Value by Application (2026-2031) & (USD Million)

Table 137. North America Software Testing Automation Consumption Value by Country (2020-2025) & (USD Million)

Table 138. North America Software Testing Automation Consumption Value by Country (2026-2031) & (USD Million)

Table 139. Europe Software Testing Automation Consumption Value by Type (2020-2025) & (USD Million)

Table 140. Europe Software Testing Automation Consumption Value by Type (2026-2031) & (USD Million)

Table 141. Europe Software Testing Automation Consumption Value by Application (2020-2025) & (USD Million)

Table 142. Europe Software Testing Automation Consumption Value by Application (2026-2031) & (USD Million)

Table 143. Europe Software Testing Automation Consumption Value by Country (2020-2025) & (USD Million)

Table 144. Europe Software Testing Automation Consumption Value by Country (2026-2031) & (USD Million)

Table 145. Asia-Pacific Software Testing Automation Consumption Value by Type (2020-2025) & (USD Million)

Table 146. Asia-Pacific Software Testing Automation Consumption Value by Type (2026-2031) & (USD Million)

Table 147. Asia-Pacific Software Testing Automation Consumption Value by Application (2020-2025) & (USD Million)

Table 148. Asia-Pacific Software Testing Automation Consumption Value by Application (2026-2031) & (USD Million)

Table 149. Asia-Pacific Software Testing Automation Consumption Value by Region (2020-2025) & (USD Million)

Table 150. Asia-Pacific Software Testing Automation Consumption Value by Region (2026-2031) & (USD Million)

Table 151. South America Software Testing Automation Consumption Value by Type (2020-2025) & (USD Million)

Table 152. South America Software Testing Automation Consumption Value by Type (2026-2031) & (USD Million)

Table 153. South America Software Testing Automation Consumption Value by Application (2020-2025) & (USD Million)

Table 154. South America Software Testing Automation Consumption Value by Application (2026-2031) & (USD Million)

Table 155. South America Software Testing Automation Consumption Value by Country (2020-2025) & (USD Million)

Table 156. South America Software Testing Automation Consumption Value by Country (2026-2031) & (USD Million)

Table 157. Middle East & Africa Software Testing Automation Consumption Value by Type (2020-2025) & (USD Million)

Table 158. Middle East & Africa Software Testing Automation Consumption Value by Type (2026-2031) & (USD Million)

Table 159. Middle East & Africa Software Testing Automation Consumption Value by Application (2020-2025) & (USD Million)

Table 160. Middle East & Africa Software Testing Automation Consumption Value by Application (2026-2031) & (USD Million)

Table 161. Middle East & Africa Software Testing Automation Consumption Value by Country (2020-2025) & (USD Million)

Table 162. Middle East & Africa Software Testing Automation Consumption Value by

Country (2026-2031) & (USD Million)

Table 163. Global Key Players of Software Testing Automation Upstream (Raw Materials)

Table 164. Global Software Testing Automation Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Software Testing Automation Picture

Figure 2. Global Software Testing Automation Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Software Testing Automation Consumption Value Market Share by Type in 2024

Figure 4. Cloud Based

Figure 5. On-premises

Figure 6. Global Software Testing Automation Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Software Testing Automation Consumption Value Market Share by Application in 2024

Figure 8. Large Enterprises Picture

Figure 9. SMEs Picture

Figure 10. Global Software Testing Automation Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global Software Testing Automation Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global Market Software Testing Automation Consumption Value (USD Million) Comparison by Region (2020 VS 2024 VS 2031)

Figure 13. Global Software Testing Automation Consumption Value Market Share by Region (2020-2031)

Figure 14. Global Software Testing Automation Consumption Value Market Share by Region in 2024

Figure 15. North America Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 16. Europe Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 17. Asia-Pacific Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 18. South America Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 19. Middle East & Africa Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 20. Company Three Recent Developments and Future Plans

Figure 21. Global Software Testing Automation Revenue Share by Players in 2024

Figure 22. Software Testing Automation Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2024

Figure 23. Market Share of Software Testing Automation by Player Revenue in 2024

Figure 24. Top 3 Software Testing Automation Players Market Share in 2024

Figure 25. Top 6 Software Testing Automation Players Market Share in 2024

Figure 26. Global Software Testing Automation Consumption Value Share by Type (2020-2025)

Figure 27. Global Software Testing Automation Market Share Forecast by Type (2026-2031)

Figure 28. Global Software Testing Automation Consumption Value Share by Application (2020-2025)

Figure 29. Global Software Testing Automation Market Share Forecast by Application (2026-2031)

Figure 30. North America Software Testing Automation Consumption Value Market Share by Type (2020-2031)

Figure 31. North America Software Testing Automation Consumption Value Market Share by Application (2020-2031)

Figure 32. North America Software Testing Automation Consumption Value Market Share by Country (2020-2031)

Figure 33. United States Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 34. Canada Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 35. Mexico Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 36. Europe Software Testing Automation Consumption Value Market Share by Type (2020-2031)

Figure 37. Europe Software Testing Automation Consumption Value Market Share by Application (2020-2031)

Figure 38. Europe Software Testing Automation Consumption Value Market Share by Country (2020-2031)

Figure 39. Germany Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 40. France Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 41. United Kingdom Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 42. Russia Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 43. Italy Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 44. Asia-Pacific Software Testing Automation Consumption Value Market Share by Type (2020-2031)

Figure 45. Asia-Pacific Software Testing Automation Consumption Value Market Share by Application (2020-2031)

Figure 46. Asia-Pacific Software Testing Automation Consumption Value Market Share by Region (2020-2031)

Figure 47. China Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 48. Japan Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 49. South Korea Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 50. India Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 51. Southeast Asia Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 52. Australia Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 53. South America Software Testing Automation Consumption Value Market Share by Type (2020-2031)

Figure 54. South America Software Testing Automation Consumption Value Market Share by Application (2020-2031)

Figure 55. South America Software Testing Automation Consumption Value Market Share by Country (2020-2031)

Figure 56. Brazil Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 57. Argentina Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 58. Middle East & Africa Software Testing Automation Consumption Value Market Share by Type (2020-2031)

Figure 59. Middle East & Africa Software Testing Automation Consumption Value Market Share by Application (2020-2031)

Figure 60. Middle East & Africa Software Testing Automation Consumption Value Market Share by Country (2020-2031)

Figure 61. Turkey Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 62. Saudi Arabia Software Testing Automation Consumption Value (2020-2031)

& (USD Million)

Figure 63. UAE Software Testing Automation Consumption Value (2020-2031) & (USD Million)

Figure 64. Software Testing Automation Market Drivers

Figure 65. Software Testing Automation Market Restraints

Figure 66. Software Testing Automation Market Trends

Figure 67. Porters Five Forces Analysis

Figure 68. Software Testing Automation Industrial Chain

Figure 69. Methodology

Figure 70. Research Process and Data Source

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