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Pure Play Software Testing Market Report by Deployment Type (Cloud-Based, On-Premises), Organization Size (Small and Medium Enterprises, Large Enterprises), End Use Industry (BFSI, IT and Telecommunication, Retail and E-Commerce, and Others), and Region 2024-2032

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Abstracts

The global pure play software testing market size reached US$ 13.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 31.0 Billion by 2032, exhibiting a growth rate (CAGR) of 9.3% during 2024-2032.

A pure-play software refers to a computer-based product developed by an organization that is exclusively manufacturing products for a single industry and retailing their products through the internet. Pure play software testing is adopted by product developers to optimize the software and fix bugs before the official launch. Testing service providers use innovative tools and advanced solutions for the project- and risk-based testing and managed crowd testing. They are conducted in a controlled multi-platform testing environment to manage end-to-end software and develop high-quality software. They also offer process orchestration engine, human-to-human workflow, monitoring and analysis capabilities, offline simulation and system-to-system integration.

Increasing digitization, along with significant growth in the information technology (IT) industry across the globe, represents one of the key factors creating a positive outlook for the market. Furthermore, the increasing demand for outsourced services, software, and web-based platforms by small, medium and large-sized enterprises, is also driving the market growth. The industries, such as banking, financial services and insurance

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(BFSI), information technology (IT), telecommunication and retail, are using digital tools and pure-play software to expand their operations and facilitate remote working. Additionally, various technological advancements, such as the integration of the Internet of Things (IoT), artificial intelligence (AI) and machine learning (ML) solutions with the software testing modules, are acting as other growth-inducing factors. Independent pure-play software testing service providers use these innovative technologies to produce seamless and error-free applications and software.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pure play software testing market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on deployment type, organization size and end use industry.

Breakup by Deployment Type:

Cloud-Based

On-Premises

Breakup by Organization Size:

Small and Medium Enterprises

Large Enterprises

Breakup by End Use Industry:

BFSI

IT and Telecommunication

Retail and E-Commerce

Others

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Breakup by Region:

- North America
- United States
- Canada
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Others
- Europe
- Germany
- France
- United Kingdom
- Italy
- Spain
- Russia
- Others

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Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Acutest Ltd., Cigniti Technologies Limited, DXC Technology Company, imbus AG, inspearit, Planit Test Management Solutions Pty. Ltd., QA InfoTech, Qualitest Group, Trigent Software Inc. and ZenQ.

Key Questions Answered in This Report:

How has the global pure play software testing market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global pure play software testing market?

What are the key regional markets?

What is the breakup of the market based on the deployment type?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the end use industry?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

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What is the structure of the global pure play software testing market and who are the key players?

What is the degree of competition in the industry?

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