

Synthetic Monitoring Market Report by Type (API Monitoring, SaaS Application Monitoring, Mobile Application Monitoring, Web Application Monitoring), Services (Managed Services, Consulting Services, Implementation Services, Training and Support Services), Deployment Mode (On-premises, Cloud-based), Application (Competitive Benchmarking, Service-Level Agreements Monitoring, Application Testing, Content Delivery Network Testing, and Others), Vertical (BFSI, IT and Telecommunication, Retail, Media and Entertainment, Travel and Hospitality, and Others), and Region 2024-2032

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Abstracts

The global synthetic monitoring market size reached US\$ 1,272.5 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3,544.8 Million by 2032, exhibiting a growth rate (CAGR) of 11.8% during 2024-2032.

Synthetic monitoring helps evaluate performance of an application using scripted recordings of a series of requests and emulating them to simulate a user's interactions with websites or applications. It involves running constant tests to provide in-depth insights into business transactions, application availability and website speed. It can automatically keep tabs on application uptime and monitor application programming interface (APIs) and applications at any frequency and location. As a result, organizations worldwide are adopting synthetic monitoring into their core business

processes to help understand customer experience and improve website performance using predictive behavior.

Synthetic Monitoring Market Trends:

Technical issues like poor coding, incompatible browser, and delays in loading are usually faced by customers during online website browsing. As these issues can damage brand reputation and impact sales, the increasing use of online shopping applications among the masses represents one of the key factors impelling the market growth. Synthetic monitoring assists enterprises in simulating real user interactions, providing 24x7 alerts about website glitches, and detecting specific elements, such as uniform resource locator (URL) redirects and status codes. Apart from this, as traditional information technology (IT) monitoring tools fail in supporting the current complex infrastructure requirements of businesses, there is a rise in the need for synthetic monitoring solutions across the globe. This can also be accredited to the rapid digitization of business processes using the cloud on account of the economic and business challenges posed by the coronavirus disease (COVID-19) outbreak. Furthermore, the growing reliance on online banking apps is driving the usage of synthetic monitoring solutions in the banking, financial services, and insurance (BFSI) sector to counter challenges, such as net banking outages.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global synthetic monitoring market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, services, deployment mode, application and vertical.

Breakup by Type:

- API Monitoring
- SaaS Application Monitoring
- Mobile Application Monitoring
- Web Application Monitoring

Breakup by Services:

- Managed Services
- Consulting Services
- Implementation Services
- Training and Support Services

Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Application:

Competitive Benchmarking
Service-Level Agreements Monitoring
Application Testing
Content Delivery Network Testing
Others

Breakup by Vertical:

BFSI
IT and Telecommunication
Retail
Media and Entertainment
Travel and Hospitality
Others

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

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 BMC Software Inc., Broadcom Inc., Catchpoint Systems Inc., Cisco Systems Inc., Dell Technologies Inc., Hewlett Packard Enterprise Development LP, International Business Machines Corporation, Micro Focus International plc, Microsoft Corporation, New Relic Inc., Riverbed Technology Inc. and Splunk Inc.

Key Questions Answered in This Report

1. What was the size of the global synthetic monitoring market in 2023?
2. What is the expected growth rate of the global synthetic monitoring market during 2024-2032?
3. What are the key factors driving the global synthetic monitoring market?
4. What has been the impact of COVID-19 on the global synthetic monitoring market?
5. What is the breakup of the global synthetic monitoring market based on type?
6. What is the breakup of the global synthetic monitoring market based on the application?
7. What is the breakup of the global synthetic monitoring market based on the vertical?
8. What are the key regions in the global synthetic monitoring market?
9. Who are the key players/companies in the global synthetic monitoring market?

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