

Global A/B Testing Platforms Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global A/B Testing Platforms market size will reach US\$ 2707 million by 2031.

A/B Testing Platforms are software tools designed to help businesses compare two or more versions of a webpage, app feature, or marketing element by randomly showing different variants to users and measuring their performance. The goal is to determine which version drives better user engagement, conversions, or other key metrics by analyzing real user behavior. These platforms typically provide easy setup, traffic splitting, data collection, and statistical analysis to make data-driven decisions that optimize user experience and business outcomes.

United States market for A/B Testing Platforms is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for A/B Testing Platforms is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for A/B Testing Platforms is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key A/B Testing Platforms players cover Optimizely, VWO (Visual Website Optimizer), Adobe Target, Google Optimize, AB Tasty, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the "A/B Testing Platforms Industry Forecast" looks at past sales and reviews total world A/B Testing Platforms sales in

2024, providing a comprehensive analysis by region and market sector of projected A/B Testing Platforms sales for 2025 through 2031. With A/B Testing Platforms sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world A/B Testing Platforms industry.

This Insight Report provides a comprehensive analysis of the global A/B Testing Platforms landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on A/B Testing Platforms portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global A/B Testing Platforms market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for A/B Testing Platforms and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global A/B Testing Platforms.

This report presents a comprehensive overview, market shares, and growth opportunities of A/B Testing Platforms market by product type, application, key players and key regions and countries.

Segmentation by Type:

Classic A/B Testing (Split Testing)

Multivariate Testing (MVT)

Others

Segmentation by Application:

Large Enterprise

SMEs (Small and Medium-sized Enterprises)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Optimizely

VWO (Visual Website Optimizer)

Adobe Target

Google Optimize

AB Tasty

Convert

Unbounce

Crazy Egg

Kameleoon

Freshmarketer

Split.io

LaunchDarkly

Dynamic Yield

Monetate

GrowthBook

Qubit

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