

Global AB Testing Software Market Growth (Status and Outlook) 2025-2031

<https://marketpublishers.com/r/GF514B8991B8EN.html>

Date: January 2025

Pages: 147

Price: US\$ 3,660.00 (Single User License)

ID: GF514B8991B8EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global AB Testing Software market size is predicted to grow from US\$ 814 million in 2025 to US\$ 1531 million in 2031; it is expected to grow at a CAGR of 11.1% from 2025 to 2031.

A/B testing, also called split testing or bucket testing, is a method of comparing two versions of a webpage or app against each other to determine which one performs better. A/B Testing can take the guesswork out of website optimization and enables data-informed decisions that shift business conversations from 'we think' to 'we know.'

Global AB Testing Software key players include Adobe, Optimizely, AB Tasty, Oracle, Freshworks, etc. Global top five manufacturers hold a share over 50%.

North America is the largest market, with a share about 45%, followed by Europe and China, both have a share about 40 percent.

In terms of product, Web Based is the largest segment, with a share about 55%. And in terms of application, the largest application is Large Enterprises, followed by SMEs.

LPI (LP Information)' newest research report, the "AB Testing Software Industry Forecast" looks at past sales and reviews total world AB Testing Software sales in 2024, providing a comprehensive analysis by region and market sector of projected AB Testing Software sales for 2025 through 2031. With AB Testing Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AB Testing Software industry.

This Insight Report provides a comprehensive analysis of the global AB Testing Software 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 AB Testing Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AB Testing Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AB Testing Software 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 AB Testing Software.

This report presents a comprehensive overview, market shares, and growth opportunities of AB Testing Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Web Based

Mobile Based

Full Stack

Segmentation by Application:

Large Enterprises

SMEs

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.

VWO

AB Tasty

Instapage

Dynamic Yield

Adobe

Freshworks

Unbounce

Qubit

Kibo (Monetate)

Kameleoon

Rock Content (ion)

Salesforce (Evergage)

SiteSpect

Evolv Ascend

Omniconvert

Convert

Landingi

NotifyVisitors

Crazy Egg

Leanplum

Oracle

Webtrends Optimize

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