

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

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Abstracts

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The global Automated Software Testing market size is predicted to grow from US\$ 105360 million in 2025 to US\$ 292750 million in 2031; it is expected to grow at a CAGR of 18.6% from 2025 to 2031.

Automated software testing refers to the use of automated tools and scripts to execute test cases and validate whether the software system's functionality and performance meet expectations, thereby reducing manual intervention and improving testing efficiency and accuracy. With the compression of software development cycles and the increasing demand for quality, automated testing has become an indispensable part of modern software development. The main characteristic of automated testing is the reduction of manual operations during the testing process. By writing scripts and configuring test environments, the same test process can be executed quickly and repeatedly.

The product scope of automated software testing covers multiple areas, including functional testing, performance testing, regression testing, and interface testing. Functional testing is used to verify whether the software works as expected, while performance testing checks the system's response capabilities under different loads. Regression testing mainly ensures that after fixing certain defects in a new version of the software, other functionalities are not affected. Interface testing is used to validate the interaction between different systems or components. In addition, the use of automated testing tools not only increases test coverage but also reduces human errors, making it especially important in large projects and complex systems.

The implementation of automated testing typically requires a combination of various tools, including but not limited to Selenium, JUnit, Appium, and LoadRunner. Through these tools, script writing, test execution, and result analysis can be performed. Additionally, with the advancements in artificial intelligence and machine learning, intelligent automated testing has gradually emerged. These technologies can help automatically generate test cases and continuously optimize testing processes through deep learning, further improving the efficiency and accuracy of testing.

Market Development Opportunities and Key Drivers:

With the acceleration of software development, enterprises have an increasing demand for fast and reliable software delivery. Automated testing, as a key means to improve testing efficiency and quality, has become an essential part of continuous delivery (CD) and continuous integration (CI) in enterprises. Especially with the promotion of agile development and DevOps, the demand for automated testing is growing rapidly. It not only shortens the testing cycle but also improves the frequency and stability of software releases, helping enterprises respond quickly to market changes and maintain a competitive edge.

Technological advancements are also a major driver of the automated software testing market. With the popularity of cloud computing, big data, the Internet of Things (IoT), and artificial intelligence, the complexity of software systems continues to increase. Automated testing tools need to support cross-platform, cross-device testing and handle large-scale data and diverse testing environments. Additionally, the application of artificial intelligence and machine learning is gradually transforming testing processes, making automated testing more intelligent, with the ability to autonomously learn and optimize test cases, further enhancing testing outcomes.

Risks Facing the Market:

Although the demand for automated testing continues to grow, its implementation process faces certain challenges. First, the initial investment for automated testing is relatively high, requiring significant resources for tool selection, staff training, and test script development. Secondly, automated testing is not suitable for all types of testing, especially in highly dynamic or unstable software environments, where automated testing may face the pressure of frequent modifications and maintenance of test scripts. Moreover, automated testing tools themselves have limitations, and some complex business scenarios and interactive logic still require manual testing to ensure comprehensive coverage.

Market Concentration:

Currently, the automated software testing market is highly competitive, with relatively low market concentration. Many companies offer various automated testing tools and services, including well-known global companies and innovative startups. However, as technology advances and market demand increases, it is expected that there will be more market consolidation in the future. Leading testing tool and service providers may expand their market share through mergers, acquisitions, or technological innovations.

Downstream Demand Trends:

As enterprises continue to demand higher software quality and delivery efficiency, especially in industries such as finance, telecommunications, healthcare, and e-commerce, the demand for automated testing is increasing. These industries generally need to test large volumes of transaction systems, applications, and online platforms quickly and efficiently, and automated testing can significantly improve testing efficiency and reduce human errors. Additionally, with the widespread adoption of DevOps and agile development models, automated testing has become a key factor in ensuring fast delivery and high-quality products under these models.

Latest Technologies:

Currently, artificial intelligence and machine learning are becoming important components of automated testing. Through AI and machine learning, automated testing tools can autonomously learn, intelligently generate test cases, and optimize testing strategies based on historical data. Furthermore, cloud-based automated testing platforms are becoming increasingly popular, providing more efficient and scalable testing solutions that support various operating systems and devices. At the same time, with the popularity of containerization technology, automated testing is better integrated with containerized environments, supporting cross-environment continuous integration and testing.

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

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

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

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

Segmentation by Type:

Static Testing

Dynamic Testing

Segmentation by Application:

BFSI

Automotive

Defense and Aerospace

Healthcare and Life Sciences

Retail

Telecom and IT

Manufacturing

Logistics and Transportation

Energy and Utilities

Other

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.

Capgemini

Accenture

Wipro

Cognizant

HPE

Infosys

TCS

Hexaware Technologies

Testin

IBM

Tricentis

Worksoft

Eggplant

Neusoft

Alibaba Cloud

Baidu MTC

WeTest

Huawei CloudTest

51Testing

AWS Device Farm

AiDynamic

Netease

Selenium

Katalon

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