

# Automated Testing Market Report: Trends, Forecast and Competitive Analysis

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## Abstracts

### Automated Testing Market Trends and Forecast

The future of the automated testing market looks promising with opportunities in the banking, financial services, and insurance (BFSI), automotive, defense and aerospace, healthcare and life sciences, retail, telecom, IT and ITes, manufacturing, logistics and transportation, energy & utilities, and media & entertainment sectors. The global automated testing market is expected to grow with a CAGR of 16% to 18% from 2023 to 2028. The major drivers for this market are growing implementation of advanced automation testing methods such as DevOps and Agile approaches among end use industries and rising demand for performance testing to ensure continuous and sustainable services.

### Automated Testing Market

### Emerging Trends in the Automated Testing Market

Emerging trends which have a direct impact on the dynamics of the industry include the introduction of codeless test automation and growing adoption of AI (Artificial Intelligence) and Machine Learning (ML) among test automation.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below. To learn the scope, benefits, companies researched and other details of the global automated testing market report, please download the report brochure.

### Automated Testing Market by Segments

## Automated Testing Market by Segment

The study includes a forecast for the global automated testing market by component, end point interface, organization size, end use industry, and region, as follows:

Automated Testing Market by Component [Value (\$B) Shipment Analysis from 2017 to 2028]:

### Testing Type

- Static Testing

- Dynamic Testing

  - Functional Testing

  - Non-Functional Testing

    - API Testing

    - Security Testing

    - Performance Testing

    - Compliance Testing

    - Compatibility Testing

    - Usability Testing

### Services

- Advisory and Consulting

- Planning and Development

- Support and Maintenance

Documentation and Training

Implementation

Managed

Others

Automated Testing Market by End Point Interface [Value (\$B) Shipment Analysis from 2017 to 2028]:

Mobile

Web

Desktop

Embedded Software

Automated Testing Market by Organization Size [Value (\$B) Shipment Analysis from 2017 to 2028]:

Small and Medium Enterprises (SMEs)

Large Enterprises

Automated Testing Market by End Use Industry [Value (\$B) Shipment Analysis from 2017 to 2028]:

BFSI

Automotive

Defense and Aerospace

Healthcare and Lifesciences

Retail

Telecom

IT and ITes

Manufacturing

Logistics and Transportation

Energy and Utilities

Media and Entertainment

Automated Testing Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

### List of Automated Testing Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies automated testing companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the automated testing companies profiled in this report include.

Accenture

Afour Technologies

Appltools

Astegic

Broadcom

Capgemini

Cigniti Technologies

## Automated Testing Market Insights

Lucintel forecasts that testing type will remain the larger segment over the forecast period due to the growing use of various testing types, such as static and dynamic testing, to enable accurate, fast, and efficient software deployment.

Retail is expected to remain the largest segment due to the increasing use of automation technologies in the retail sector to deliver real-time marketing and advertising and analytics-based decisions.

North America will remain the largest region due to the growing demand for performance testing among the enterprises & developers and rising adoption of IoT based devices & application among industries in the region.

## Features of the Automated Testing Market

**Market Size Estimates:** Automated testing market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Automated testing market size by various segments, such as by component, end point interface, organization size, end use industry,

and region.

**Regional Analysis:** Automated testing market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different by component, end point interface, organization size, end use industry, and regions for the automated testing market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the automated testing market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

Q1. What is the automated testing market size?

Answer: The global automated testing market is expected to reach an estimated \$xx billion by 2028.

Q2. What is the growth forecast for automated testing market?

Answer: The global automated testing market is expected to grow with a CAGR of 16% to 18% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the automated testing market?

Answer: The major drivers for this market are growing implementation of advanced automation testing methods such as DevOps and Agile approaches among end use industries and rising demand for performance testing to ensure continuous and sustainable services.

Q4. What are the major segments for automated testing market?

Answer: The future of the automated testing market looks promising with opportunities in the banking, financial services, and insurance (BFSI), automotive, defense and

aerospace, healthcare and life sciences, retail, telecom, IT and ITes, manufacturing, logistics and transportation, energy & utilities, and media & entertainment sectors.

Q5. What are the emerging trends in automated testing market?

Answer: Emerging trends which have a direct impact on the dynamics of the industry includes introduction of codeless test automation and growing adoption of AI (Artificial Intelligence) and Machine Learning (ML) among test automation.

Q6. Who are the key automated testing companies?

Answer: Some of the key automated testing companies are as follows:

Accenture

Four Technologies

Applitools

Astegic

Broadcom

Capgemini

Cigniti Technologies

Q7. Which automated testing segment will be the largest in future?

Answer: Lucintel forecasts that testing type will remain the larger segment over the forecast period due to the growing use of various testing types, such as static and dynamic testing, to enable accurate, fast, and efficient software deployment.

Q8. In automated testing market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region due to the growing demand for performance testing among the enterprises & developers and rising adoption of IoT

based devices & application among industries in the region.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the automated testing market by component (testing type and services), end point interface (mobile, web, desktop, and embedded software), organization size (SMEs and large enterprises), and end use industry (BFSI, automotive, defense and aerospace, healthcare and lifesciences, retail, telecom, IT and ITes, manufacturing, logistics and transportation, energy and utilities, and media and entertainment), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been



on the industry?

For any questions related to automated testing market or related to automated testing companies, automated testing market size, automated testing market share, automated testing analysis

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