

Crowdsourced Testing Market by Testing Type (Performance Testing, Functionality Testing, Usability Testing, Localization Testing, and Security Testing), Platform, Organization Size, Deployment Mode, Vertical and Region - Global Forecast to 2027

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Abstracts

The global Crowdsourced testing market size to grow from USD 1.6 billion in 2022 to USD 2.5 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 9.4 % during the forecast period. The increase in the number of devices, operating systems, and applications is one of the key drivers for crowdsourced testing, With the numerous combinations of mobile devices and operating systems being used, companies are finding possible reasonable approaches to strategize the testing of their applications on all these possible combinations to provide the best User Experience (UX). Thus, investing in innovative end-user testing solutions, such as crowdsourced testing, to curtail the need for a feature-rich and customer-centric product offering.

In a short time, the COVID-19 outbreak has affected markets and customer behaviors and substantially impacted economies and societies. Healthcare, telecommunication, media and entertainment, utilities, and government verticals function day and night to stabilize conditions and facilitate prerequisite services to every individual. The telecom sector, in particular, is playing a vital role across the globe to support the digital infrastructure of countries amid the COVID-19 pandemic.

According to Fujitsu's Global Digital Transformation Survey, offline organizations were damaged more, while online organizations witnessed growth in online demand and an increase in revenue. 69% of the business leaders from online organizations have indicated that they witnessed an increase in their business revenue in 2020. In contrast, 53% of offline organizations saw a drop in revenues.

The Localization testing segment to have a higher CAGR during the forecast period

Organizations are developing software that can be released for users present across the globe. Hence, they implement localization testing that tests the software for compliance with the requirements of the target market. Through localization testing, organizations can evaluate the product based on the language and cultural standards and whether it is tailored as per the existing accuracies or not. With localization testing, organizations can ensure that their apps are as per the required standards and easy to use for their target audience, irrespective of their geographic presence. Crowdsourced testing provides a hassle-free and cost-effective way to test the app or website on the multiple target demographics, globally.

Retail in vertical segment to account for larger market size during the forecast period

Retailers are now doing business via omnichannel retailing, i.e., through their online, mobile, and point-of-sale technologies. Hence, to remain relevant in the fast-evolving vertical, the quality of these channels is crucial. The success of omnichannel retailing is assessed by security, performance, and delivery offered by them. However, retailers investigate their retail systems through the consumer's perspective for enhancing their experience across all the channels available for achieving omnichannel success. Hence, crowdsourced testing is implemented by retailers across the globe to optimize the offerings and stay ahead in the highly competitive market.

Among regions, APAC to hold higher CAGR during the forecast period

The growth of the crowdsourced testing market in APAC is highly driven by the rapid digitalization of enterprises across the region. Enterprises across APAC are working effortlessly on taking up digital transformation, majorly for streamlining their operations and improving the customer experience. Indicating that spending on software is also expected to grow to keep with up with rising customer demands in terms of online accessibility of services from enterprises. Hence, this rapid investment in technologies and providing online services to the customer is expected to drive the growth of the crowdsourced testing market in APAC. With the rising digital transformation and offerings, consumer expectations have also changed in terms of timeline, emphasizing on speed and performance of the software used by them. Enterprises in APAC are going for innovative solutions to testing, such as crowdsourcing, for ensuring better UX for customers.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Crowdsourced testing market.

By Company: Tier I: 15%, Tier II: 45%, and Tier III: 40%

By Designation: C-Level Executives: 40%, Directors: 25%, and others*: 35%

By Region: North America: 20%, APAC: 40%, Europe: 30%, ROW*: 10%

The report includes the study of key players offering Crowdsourced testing solutions and services. It profiles major vendors in the global Crowdsourced testing market. The major vendors in the global Crowdsourced testing market include Qualitest (US), Nomura Research Institute, Ltd. (Japan), Infosys Limited (India), Cigniti Technologies (US), EPAM Systems, Inc. (US), Flatworld Solutions Pvt. Ltd. (India), Test Yantra Software Solutions (India), Cobalt Labs Inc. (US), Bugcrowd Inc. (US), Qualitrix (India), Global App Testing (UK), Applause App Quality, Inc. (US), Synack (US), Testbirds (Germany), Rainforest QA, Inc. (US), Digivante Ltd (UK), Testlio Inc. (US), Crowdsprint (Australia), MyCrowd (US), Ubertesters Inc. (US), QA Mentor, Inc. (US), Crowd4Test (India), TestUnity (India), usabitest.com (Nigeria), STARDUST TESTING (Canada), and ImpactQA (US).

Research Coverage

The market study covers the Crowdsourced testing market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as components, building type, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall Crowdsourced testing market and its subsegments. It would help stakeholders

understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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