

# Automation Testing Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Testing Type, Services), By Type (Functional Testing, Non-Functional Testing), By Service, By End-User

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## Abstracts

The Automation Testing Market is valued at USD 24.5 billion in 2025 and is projected to grow at a CAGR of 18.7% to reach USD 114.2 billion by 2034. The Automation Testing Market is a cornerstone of the modern software development lifecycle, empowering organizations to maintain higher quality standards, reduce time-to-market, and lower operational costs. By automating repetitive test processes, businesses can focus their resources on innovation and more complex tasks. The market includes a variety of tools, frameworks, and platforms that support functional, regression, performance, and security testing, making it an integral part of DevOps and Agile methodologies. The market saw robust growth, driven by the increased adoption of continuous integration/continuous delivery (CI/CD) pipelines. Vendors introduced smarter testing frameworks powered by artificial intelligence (AI) and machine learning (ML) to identify defects earlier in the development cycle. Cloud-based testing solutions gained traction due to their scalability, flexibility, and cost-effectiveness. Additionally, as applications became more complex—especially mobile and web applications—demand for sophisticated automation testing tools rose sharply, highlighting the market's critical role in ensuring seamless user experiences. The Automation Testing Market is set to expand further, fueled by the rapid growth of IoT, 5G applications, and emerging technologies like blockchain and augmented reality (AR). These trends will create a heightened need for rigorous, automated testing frameworks capable of handling complex, interconnected systems. Moreover, the shift towards hyperautomation—where multiple processes across the software delivery pipeline are automated—will open up new opportunities for advanced testing platforms. Companies will also prioritize security testing as cyber threats become more sophisticated, driving investments in automation

solutions that ensure robust application defenses.

## Key Insights Automation Testing Market

Integration of AI/ML capabilities for predictive defect detection and smarter test creation.

Increased adoption of cloud-based testing solutions for scalability and cost-efficiency.

Focus on comprehensive mobile and web testing frameworks to enhance user experience.

Emergence of testing tools designed for IoT, 5G, and AR/VR applications.

Development of end-to-end testing pipelines for continuous delivery and hyperautomation.

## Drivers:

Growing reliance on DevOps and Agile methodologies for faster software development cycles.

Rising complexity of applications and the need for consistent, reliable quality assurance.

Increasing importance of cybersecurity and compliance, driving demand for automated security testing.

Expansion of IoT ecosystems and the proliferation of connected devices requiring robust testing frameworks.

## Challenges:

High initial costs of implementing advanced automation tools, particularly for small businesses.

## Automation Testing Market Segmentation

### By Component

Testing Type

Services

### By Type

Functional Testing

Non-Functional Testing

### By Service

Advisory And Consulting Services

Planning And Development Services

Implementation Services

Managed Services

### By End-User

IT And Telecommunication

BFSI

Healthcare

Retail

Transportation And Logistics

Aviation

Hospitality

Government

Energy And Power

### Key Companies Analysed

Accenture plc.

AFour Technologies Pvt Ltd.

Appltools

Astegic Inc.

Broadcom Inc.

Capgemini

Cigniti Technologies Ltd.

Cygnnet Infotech Pvt Ltd.

HCL Technologies Limited.

Hexaware Technologies Limited.

Infosys Limited.

International Business Machines Corporation

Keysight Technologies

Mindtree Limited.

NTT DATA Group Corporation.

Parasoft Corporation

Qualitest Group.

Ranorex GmbH.

Sauce Labs Inc.

SmartBear Software

Tata Consultancy Services Limited.

Tech Mahindra Limited.

Tricentis LLC.

Wipro Limited.

Xoriant Solutions Pvt. Ltd.

Zensar Technologies Limited.

Zycus Inc.

## Automation Testing Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Automation Testing Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Automation Testing market data and outlook to 2034

United States

Canada

Mexico

Europe — Automation Testing market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Automation Testing market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Automation Testing market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Automation Testing market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Automation Testing value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Automation Testing industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Automation Testing Market Report

Global Automation Testing market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Automation Testing trade, costs, and supply chains

Automation Testing market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Automation Testing market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Automation Testing market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Automation Testing supply chain analysis

Automation Testing trade analysis, Automation Testing market price analysis, and Automation Testing supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Automation Testing market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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