

# **Automation Testing Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Component (Solution (API Testing, Performance Testing, Test Management, Code Quality, and Others) and Services), By Testing Type (Static and Dynamic), By Interface (Desktop Testing, Web Testing, Mobile Testing, and Test Design), By Vertical (BFSI, IT & Telecom, Manufacturing, Retail, Healthcare, Government, and Others) By Region, and By Competition**

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## **Abstracts**

Global Automation Testing Market has valued at USD 18.3 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 17% through 2028. The Global Automation Testing Market is experiencing substantial growth, driven by the ever-expanding demand for robust and efficient software testing solutions in today's technology-driven world. As organizations across industries increasingly rely on software applications to streamline operations and engage with customers, the need for comprehensive testing to ensure reliability and functionality has become paramount. Automation testing offers a scalable and cost-effective solution to address this challenge, allowing for the rapid execution of test cases, quicker time-to-market, and enhanced test coverage. Moreover, automation testing minimizes human errors, reduces testing time, and supports continuous integration and continuous delivery (CI/CD) practices, all of which are essential in today's fast-paced development environments. Furthermore, the market's growth is bolstered by the rising complexity of software applications and the need for comprehensive regression testing. As

businesses strive to enhance user experiences and stay competitive, they are adopting automation testing tools and frameworks that provide advanced features such as AI-driven testing, cross-browser and cross-platform compatibility, and integration with DevOps pipelines. Additionally, the demand for cloud-based testing solutions is on the rise, allowing organizations to achieve scalability and flexibility in their testing processes. Overall, the Global Automation Testing Market is poised for continued expansion as businesses recognize the imperative role automation plays in delivering high-quality software, reducing operational costs, and staying ahead in a highly competitive digital landscape.

## Key Market Drivers

### Increasing Demand for Efficient Test Automation

The Global Automation Testing Market is experiencing remarkable growth due to the escalating demand for efficient test automation solutions in response to the rapid development and deployment of software applications. In today's fast-paced software development landscape, organizations seek to accelerate testing processes, improve test coverage, and ensure software quality. Automation testing tools and frameworks address these imperatives by automating test case execution, reducing manual testing efforts, and enhancing testing accuracy. With the continuous evolution of software technologies and the adoption of Agile and DevOps practices, the demand for comprehensive automation testing solutions has never been higher. This trend is further accelerated by the need for seamless compatibility across various devices, platforms, and browsers, making automation testing an indispensable component of the Global Automation Testing Market.

### Integration of AI and ML in Testing

The integration of Artificial Intelligence (AI) and Machine Learning (ML) technologies is a significant driver of the Global Automation Testing Market. Organizations are leveraging AI and ML algorithms to enhance test automation capabilities. AI-driven testing tools can autonomously generate and execute test cases, identify patterns, and predict potential defects, thereby increasing testing efficiency and coverage. ML algorithms enable dynamic test script maintenance, self-healing capabilities, and test data generation. Furthermore, AI and ML-powered test automation solutions facilitate continuous testing and real-time analysis of test results, allowing for proactive defect detection and faster feedback loops. As the software testing landscape evolves, organizations seek to harness the power of AI and ML to optimize their testing

processes, making them more agile, adaptive, and responsive to the ever-changing software development environment.

### Shift Towards Continuous Testing and DevOps

The shift towards continuous testing and DevOps practices is driving the growth of the Global Automation Testing Market. As organizations embrace DevOps methodologies to accelerate software development and delivery, the need for continuous testing becomes paramount. Automation testing solutions seamlessly integrate with DevOps pipelines, allowing for automated testing at every stage of the software development lifecycle. This integration ensures that defects are identified and resolved early in the development process, reducing development cycle times and enhancing software quality. Continuous testing also supports the frequent release of software updates and facilitates a culture of collaboration and feedback among development and testing teams. In today's competitive digital landscape, the adoption of continuous testing practices through automation is a critical factor in enabling organizations to meet customer demands for rapid and reliable software releases.

### Rising Complexity of Software Applications

The rising complexity of software applications is a compelling driver behind the growth of the Global Automation Testing Market. Modern software applications span a wide range of technologies, platforms, and architectures, making manual testing processes increasingly challenging and time-consuming. Automation testing solutions excel in addressing this complexity by providing a scalable and efficient means of testing diverse functionalities and scenarios. Whether it's testing mobile applications, web applications, APIs, or microservices, automation testing tools offer flexibility and repeatability, ensuring thorough testing across complex application landscapes. Additionally, the growth of IoT (Internet of Things) and the proliferation of interconnected systems further amplify the need for automation testing, as these technologies demand rigorous testing of various integration points and interactions. The Global Automation Testing Market continues to expand as organizations recognize automation's pivotal role in tackling the intricate testing challenges posed by modern software applications.

### Evolving Regulatory and Compliance Requirements

Evolving regulatory and compliance requirements are driving organizations to adopt automation testing solutions. In highly regulated industries such as healthcare, finance, and aerospace, software applications must adhere to strict quality and compliance

standards. Automation testing ensures that software systems meet these standards consistently and efficiently. By automating test case execution, recording test results, and maintaining comprehensive test documentation, organizations can streamline the compliance validation process, reduce manual efforts, and mitigate the risks associated with non-compliance. Additionally, automation testing tools enable organizations to perform regression testing swiftly and accurately when updates or changes are made to ensure that compliance standards are continuously met. As regulatory requirements evolve and become more stringent, automation testing remains a critical component in helping organizations navigate the complex landscape of compliance and quality assurance.

## Key Market Challenges

### Lack of Standardization Hinders Test Integration

The Global Automation Testing Market faces a significant challenge related to standardization. With a wide range of automation testing tools and frameworks available, the absence of standardized protocols and frameworks for seamless test integration can hinder effective implementation. Testers often encounter difficulties when attempting to connect and synchronize diverse testing tools and services from different providers, leading to fragmented testing experiences and potential inefficiencies. This lack of standardization can impede the market's growth potential, as organizations may hesitate to invest in automation testing solutions that do not smoothly integrate with their existing testing infrastructure.

### Scalability and Complexity Issues

Complexity and scalability pose another significant challenge in the Global Automation Testing Market. As the demand for automation testing continues to grow, organizations require options that can adapt and scale according to their evolving needs. However, configuring and managing a diverse range of automation testing tools and frameworks can be intricate and resource-intensive. This complexity can be overwhelming, particularly for organizations with limited technical expertise. The challenge of scalability and complexity can deter potential users from adopting automation testing solutions, limiting the market's expansion.

### Rapidly Changing Technology Landscape

The ever-evolving nature of the technology landscape presents a continuous challenge

for the Global Automation Testing Market. New technologies, platforms, and frameworks emerge regularly, requiring automation testing solutions to keep pace with these advancements. Testers need to ensure that their automation testing tools can effectively handle the latest technologies and provide accurate results. Failure to address these dynamic technology requirements adequately can undermine the market's growth potential, as organizations seek automation testing solutions that can keep up with the evolving technology landscape.

### Integration with DevOps and Agile Practices

Integration with DevOps and Agile practices is a crucial challenge in the Global Automation Testing Market. As organizations increasingly adopt DevOps and Agile methodologies, automation testing needs to seamlessly integrate into these workflows. Testers must be able to incorporate automated tests into continuous integration and continuous delivery pipelines, enabling faster feedback and quicker software releases. The ability to integrate with DevOps and Agile practices is essential for automation testing solutions to stay relevant and meet the demands of modern software development processes.

### Security and Data Privacy Concerns

Security and data privacy are paramount concerns in the Global Automation Testing Market. As automation testing involves handling sensitive data and interacting with various systems, ensuring data protection and confidentiality is essential. Testers must adhere to stringent security measures, encryption protocols, and compliance mechanisms to address these concerns effectively. Failure to do so can result in data breaches, loss of customer trust, and reputational damage within the automation testing market.

### Key Market Trends

#### Increasing Adoption of Automation Testing

The global automation testing market is witnessing a significant surge in adoption as organizations strive to enhance the efficiency and effectiveness of their software testing processes. With the growing complexity of software applications and the need for faster time-to-market, manual testing methods are proving to be inadequate. Automation testing offers the ability to automate repetitive and time-consuming testing tasks, resulting in improved accuracy, reduced testing cycles, and cost savings. As a result,

there is a rising demand for automation testing tools and solutions that can streamline the testing process and ensure the delivery of high-quality software products.

### Shift towards Agile and DevOps Practices

The shift towards agile and DevOps practices is driving the growth of the automation testing market. Agile methodologies emphasize iterative development and continuous integration, requiring frequent testing to ensure the quality of software releases. Similarly, DevOps practices promote collaboration and integration between development and operations teams, necessitating the automation of testing processes to enable continuous delivery and deployment. Automation testing tools that can seamlessly integrate with agile and DevOps workflows are in high demand, enabling organizations to achieve faster time-to-market and improved software quality.

### Growing Complexity of Software Applications

The increasing complexity of software applications is fueling the demand for automation testing solutions. Modern applications often involve intricate architectures, multiple platforms, and diverse technologies, making manual testing impractical and error-prone. Automation testing allows organizations to effectively test complex scenarios, perform regression testing, and ensure compatibility across different environments. As a result, there is a growing need for automation testing tools that can handle the complexity of modern software applications and provide comprehensive test coverage.

### Focus on Continuous Testing and Test Automation

Continuous testing and test automation have become critical components of the software development lifecycle, driving the growth of the automation testing market. Continuous testing involves the integration of testing activities throughout the development process, enabling early defect detection and faster feedback. Test automation plays a crucial role in enabling continuous testing by automating the execution of test cases and providing real-time insights into the quality of software builds. Automation testing solutions that offer robust test automation capabilities and seamless integration with continuous integration/continuous delivery (CI/CD) pipelines are in high demand, enabling organizations to achieve faster release cycles and improved software quality.

### Integration with Emerging Technologies

Automation testing solutions are evolving to integrate with emerging technologies, such as artificial intelligence (AI) and machine learning (ML), to enhance testing capabilities. AI and ML algorithms can analyze vast amounts of test data, identify patterns, and generate intelligent insights to optimize test coverage and identify potential defects. Automation testing tools that leverage AI and ML technologies are gaining traction in the market, enabling organizations to achieve more accurate and efficient testing processes. Additionally, integration with emerging technologies like cloud computing and Internet of Things (IoT) allows for scalable and distributed testing environments, further driving the growth of the automation testing market.

## Segmental Insights

### Component Insights

In 2022, the Global Automation Testing Market was dominated by the Component segment, specifically the Solution sub-segment. Within the Solution sub-segment, various categories played a significant role in driving market dominance, including API Testing, Performance Testing, Test Management, Code Quality, and Others. These solutions are crucial for organizations seeking to streamline their software development processes and ensure the quality and reliability of their applications. API Testing, which involves testing the application programming interfaces (APIs) to ensure their functionality, security, and performance, emerged as a key driver of market dominance. With the increasing adoption of microservices architecture and the proliferation of APIs in modern software development, the demand for robust API testing solutions has surged. This trend is expected to continue during the forecast period, further solidifying the dominance of the Solution segment.

Performance Testing, another vital component of the Solution segment, also contributed significantly to market dominance in 2022. As organizations strive to deliver high-performing applications that can handle heavy workloads and provide a seamless user experience, the need for comprehensive performance testing solutions has grown. These solutions enable businesses to identify and address performance bottlenecks, optimize application performance, and ensure scalability. Given the ongoing emphasis on performance-driven development, the dominance of performance testing solutions is expected to persist in the forecast period. Test Management and Code Quality solutions also played a crucial role in the market dominance of the Solution segment. Test Management solutions help organizations efficiently plan, execute, and track their testing activities, ensuring comprehensive test coverage and effective collaboration among team members. Code Quality solutions, on the other hand, enable developers to

identify and rectify coding errors, adhere to coding standards, and enhance the overall quality and maintainability of their codebase. These solutions are integral to the software development lifecycle and are expected to maintain their dominance in the forecast period.

### Testing Type Insights

In 2022, the Global Automation Testing Market witnessed a dominant performance by the Dynamic Testing segment, and it is expected to maintain its dominance during the forecast period. Dynamic testing refers to the process of evaluating software or applications by executing them and observing their behavior in real-time. This type of testing involves simulating real-world scenarios and interactions to assess the performance, functionality, and reliability of the software. The dominance of the Dynamic Testing segment can be attributed to several factors. Firstly, dynamic testing allows for comprehensive and thorough evaluation of software applications, as it involves executing them in real-time environments. This enables testers to identify and rectify any issues or bugs that may arise during the execution process, ensuring the software's overall quality and reliability. Additionally, dynamic testing provides valuable insights into the software's performance under different conditions, such as varying user inputs, network connectivity, and system configurations. This helps in optimizing the software's performance and enhancing the end-user experience.

Furthermore, the increasing complexity of software applications and the need for faster time-to-market have also contributed to the dominance of dynamic testing. With the rapid advancements in technology and the growing demand for innovative software solutions, organizations are under pressure to deliver high-quality applications within shorter development cycles. Dynamic testing allows for quick identification and resolution of issues, enabling organizations to meet their deadlines and deliver robust software products. Moreover, the rise of agile and DevOps methodologies has further fueled the demand for dynamic testing. These methodologies emphasize continuous integration and delivery, requiring frequent testing and validation of software components. Dynamic testing aligns well with these methodologies, as it enables iterative testing and provides immediate feedback on the software's performance, allowing for quick iterations and improvements.

### Interface Insights

In 2022, the Global Automation Testing Market witnessed significant growth across various segments, including Interface (Desktop Testing, Web Testing, Mobile Testing,



and Test Design). Among these segments, Mobile Testing emerged as the dominant type, and it is expected to maintain its dominance during the forecast period. The increasing adoption of smartphones and mobile applications, coupled with the growing demand for seamless user experiences, has fueled the need for robust and efficient mobile testing solutions. Mobile Testing ensures that mobile applications function as intended across different devices, operating systems, and network conditions. With the rapid proliferation of mobile devices and the ever-expanding mobile app market, organizations are increasingly investing in automation testing solutions to enhance the quality and reliability of their mobile applications. Additionally, the continuous advancements in mobile technology, such as the introduction of 5G networks and the increasing complexity of mobile applications, have further propelled the demand for mobile testing services. As a result, the Mobile Testing segment dominated the Global Automation Testing Market in 2022 and is expected to continue its dominance in the coming years, driven by the ongoing digital transformation and the need for seamless mobile experiences.

## Regional Insights

In 2022, the North America region dominated the global automation testing market and is expected to maintain its dominance during the forecast period. North America has been at the forefront of technological advancements and has a mature market for automation testing solutions. The region's dominance can be attributed to several factors. Firstly, North America is home to several major technology companies and has a strong presence of software development and testing firms. These companies have been early adopters of automation testing solutions to enhance their software development processes and improve the quality of their products. Secondly, the region has a highly skilled workforce with expertise in automation testing methodologies and tools. This has further fueled the adoption of automation testing solutions in North America. Additionally, the region has a well-established infrastructure and regulatory framework that supports the growth of the automation testing market. The presence of advanced IT infrastructure, including high-speed internet connectivity and cloud computing services, has facilitated the implementation of automation testing solutions in various industries. Furthermore, North America has witnessed significant investments in research and development activities related to automation testing, leading to the development of innovative solutions and driving market growth. The region's dominance is expected to continue during the forecast period due to ongoing technological advancements, increasing demand for software quality assurance, and the continuous adoption of automation testing solutions across various industries such as IT and telecommunications, healthcare, banking and finance, and manufacturing.

## Key Market Players

IBM Corporation

Capgemini SE

Accenture PLC

Cognizant Technology Solutions Corporation

Infosys Limited

Wipro Limited

Tata Consultancy Services Limited

Hewlett Packard Enterprise Development LP

Atos SE

Tech Mahindra Limited

## Report Scope:

In this report, the Global Automation Testing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Automation Testing Market, By Component:

Solution (API Testing, Performance Testing, Test Management, Code Quality, and Others)

Services

### Automation Testing Market, By Testing Type:

Static

Dynamic

Automation Testing Market, By Interface:

Desktop Testing

Web Testing

Mobile Testing

Test Design

Automation Testing Market, By Vertical:

BFSI

IT & Telecom

Manufacturing

Retail

Healthcare

Government

Others

Automation Testing Market, By Region:

North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

Belgium

## Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Vietnam

## South America

Brazil

Argentina

Colombia

Chile

Peru

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Israel

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Automation Testing Market.

## Available Customizations:

Global Automation Testing market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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  - 12.2.3.2. Market Share & Forecast
    - 12.2.3.2.1. By Component
    - 12.2.3.2.2. By Testing Type
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    - 12.2.5.2.1. By Component
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    - 12.2.5.2.3. By Interface
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  - 12.2.6.1. Market Size & Forecast
    - 12.2.6.1.1. By Value
  - 12.2.6.2. Market Share & Forecast
    - 12.2.6.2.1. By Component
    - 12.2.6.2.2. By Testing Type
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    - 12.2.6.2.4. By Vertical
- 12.2.7. Vietnam Automation Testing Market Outlook
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  - 12.2.7.2. Market Share & Forecast
    - 12.2.7.2.1. By Component

- 12.2.7.2.2. By Testing Type
- 12.2.7.2.3. By Interface
- 12.2.7.2.4. By Vertical

## **13. MARKET DYNAMICS**

- 13.1. Drivers
- 13.2. Challenges

## **14. MARKET TRENDS AND DEVELOPMENTS**

## **15. COMPANY PROFILES**

- 15.1. IBM Corporation
  - 15.1.1. Business Overview
  - 15.1.2. Key Revenue and Financials
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel/Key Contact Person
  - 15.1.5. Key Product/Services Offered
- 15.2. Capgemini SE
  - 15.2.1. Business Overview
  - 15.2.2. Key Revenue and Financials
  - 15.2.3. Recent Developments
  - 15.2.4. Key Personnel/Key Contact Person
  - 15.2.5. Key Product/Services Offered
- 15.3. Accenture PLC
  - 15.3.1. Business Overview
  - 15.3.2. Key Revenue and Financials
  - 15.3.3. Recent Developments
  - 15.3.4. Key Personnel/Key Contact Person
  - 15.3.5. Key Product/Services Offered
- 15.4. Cognizant Technology Solutions Corporation
  - 15.4.1. Business Overview
  - 15.4.2. Key Revenue and Financials
  - 15.4.3. Recent Developments
  - 15.4.4. Key Personnel/Key Contact Person
  - 15.4.5. Key Product/Services Offered
- 15.5. Infosys Limited
  - 15.5.1. Business Overview

- 15.5.2. Key Revenue and Financials
- 15.5.3. Recent Developments
- 15.5.4. Key Personnel/Key Contact Person
- 15.5.5. Key Product/Services Offered
- 15.6. Wipro Limited
  - 15.6.1. Business Overview
  - 15.6.2. Key Revenue and Financials
  - 15.6.3. Recent Developments
  - 15.6.4. Key Personnel/Key Contact Person
  - 15.6.5. Key Product/Services Offered
- 15.7. Tata Consultancy Services Limited
  - 15.7.1. Business Overview
  - 15.7.2. Key Revenue and Financials
  - 15.7.3. Recent Developments
  - 15.7.4. Key Personnel/Key Contact Person
  - 15.7.5. Key Product/Services Offered
- 15.8. Hewlett Packard Enterprise Development LP
  - 15.8.1. Business Overview
  - 15.8.2. Key Revenue and Financials
  - 15.8.3. Recent Developments
  - 15.8.4. Key Personnel/Key Contact Person
  - 15.8.5. Key Product/Services Offered
- 15.9. Atos SE
  - 15.9.1. Business Overview
  - 15.9.2. Key Revenue and Financials
  - 15.9.3. Recent Developments
  - 15.9.4. Key Personnel/Key Contact Person
  - 15.9.5. Key Product/Services Offered
- 15.10. Tech Mahindra Limited
  - 15.10.1. Business Overview
  - 15.10.2. Key Revenue and Financials
  - 15.10.3. Recent Developments
  - 15.10.4. Key Personnel/Key Contact Person
  - 15.10.5. Key Product/Services Offered

## **16. STRATEGIC RECOMMENDATIONS**

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