



Mobile Application Testing Solution Global Market Segmentation, Growth Drivers , Challenges, Key Players, Scope,Context

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PUNE, INDIA, April 3, 2017 /EINPresswire.com/ -- Global [Mobile Application Testing Solution](#) Market

Mobile application testing solution market is one of the growing IT markets across the globe. There has been a significant rise in number of smartphone users and adaptation of high-end technology devices across the globe which will further expected to raise the opportunity for m-commerce sector over the forecast period 2016-2023.

Increasing number of mobile application developers, competition to obtain high quality, fast testing solutions coupled with introduction of new user friendly interface applications etc. are few of the factors that are projected to make mobile application testing solution market more competitive in nature.

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Further, to meet the consumer expectation out of mobile application, the market players are under direct pressure and continuously working towards new solutions, hence a spur in the mobile application testing is projected to be seen in near future.

Market Segmentation:

The Mobile application testing solution market is segmented as follows:

Demand Analysis By Products

- Manual Testing tools
- Automated Testing Tools

Demand Analysis By Services

- Development and implementation
- Consulting
- Support

Demand Analysis By Platform

- Android
- iOS

Windows
RIM
Others

Demand Analysis By End-user

Residential
Corporate

By Region

The Mobile application testing solution market is further classified on the basis of region as follows:

North America (U.S. & Canada)
Latin America (Brazil, Mexico, Rest of Latin America)
Western and Eastern Europe (U.K., Germany, France, Italy, Spain, Hungary, Belgium, Netherlands & Luxembourg, Rest of Western Europe)
Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of Asia)
Rest of World

Growth Drivers and challenges

Rising penetration of smartphone users and other electronic gadgets is expected to spur the demand for mobile application testing solution across the globe over the forecast period of 2016-2023. Further, issues caused from the diversified devices, availability of high-end smartphone and tablets in market with different operating systems and user interfaces etc. are expected to fuel the demand of mobile application testing solution during the forecast period of 2016-2023.

Additionally, growing popularity of automated testing solutions that provide better quality testing would further force IT companies to opt for automated testing technology.

However, higher demand of interactive testing over automated testing is expected to be a challenge for the mobile application testing solution industry globally.

Market size & forecast

The mobile application testing solution market is expected to expand at a CAGR of 19.88% during the forecast period 2016-2023. The mobile application testing solution market is expected to reach at a decent number by 2023 from USD 2.4 Billion in 2016.

On the regional platform, North America mobile application testing solution market is expected to showcase a healthy growth; registering a CAGR of 18.23% during the forecast period of 2016-2023.

Maintaining the same trend, Asia-pacific region is expected to be the second largest region for the mobile application testing solution after North America. On the back of spiked smartphone penetration in the region, Asia-Pacific is expected to register a CAGR of >20% over the forecast period 2016-2023 due to rise in numbers of smartphone users across the region.

Key Players

The key players of mobile application testing solution across the globe as follows:

CA Technologies

Company Overview

Key Product Offerings

Business Strategy

SWOT Analysis

Financials

Cognizant Technology Solution Corporation

Hewlett Packard Enterprise

Perfecto Mobile

Jamo solutions

Scope and Context

Overview of the Parent Market

Analyst View

Segmentation

The Global Mobile Application Testing Solution Market is segmented as follows:

By Products Market Size & Y-O-Y Growth Analysis

By Services Market Size & Y-O-Y Growth Analysis

By Platform Market Size & Y-O-Y Growth Analysis

By End-user Market Size & Y-O-Y Growth Analysis

By Regions

North America (U.S., Canada) Market Size & Y-O-Y Growth Analysis

Latin America (Mexico, Brazil, Rest of Latin America) Market Size & Y-O-Y Growth Analysis

Western and Eastern Europe (Germany, Italy, Spain, France, U.K, Benelux, Hungary, Rest Of

Western Europe, Russia Poland, Rest of Eastern Europe) Market Size & Y-O-Y Growth Analysis

Asia-Pacific (China, India, Singapore, Japan, Australia & New Zealand & Rest of Asia) Market Size & Y-O-Y Growth Analysis

Middle East and North Africa (MENA) Market Size & Y-O-Y Growth Analysis

Rest of World Market Size & Y-O-Y Growth Analysis

Market Dynamics

Supply & Demand Risk

Competitive Landscape

Porter's Five Force Model

Geographical Economic Activity

Key Players (respective SWOT Analysis) and their Strategies and Product Portfolio

Recent Trends and Developments

Industry Growth Drivers and Challenges

Key Information for Players to establish themselves in current dynamic environment

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