Global Crowdsourced Testing Market was Worth US$ 1.6 Bn in 2022; says Absolute Markets Insights

Rise in demand for crowdsourced testing market enabling access to a diverse range of testers with different backgrounds, experiences, and expertise.

HOUSTON, TEXAS, UNITED STATES, July 11, 2023 /EINPresswire.com/ -- Global Crowdsourced Testing Market Introduction
Crowdsourced testing, also known as crowd testing, is a method of software testing in which a large group of people, known as the "crowd," are encouraged to participate in the testing process. Crowdsourced testing, as

Crowdsourced Testing Market

similar to depending entirely on an internal staff of testers, makes use of the different talents and viewpoints of a dispersed community of testers. The testing tasks and objectives are shared with the crowd, who then do the testing independently on multiple devices, platforms, and settings. Testers may be found everywhere in the globe and have a variety of backgrounds and degrees of experience. They are given guidelines, test cases, and access to the programme or application being tested, and they report back to the organization with their findings, defects, and feedback. The global crowdsourced testing market is anticipated to grow at an estimated CAGR of 10.03% from 2023- 2031.

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Global Crowdsourced Testing Market Growth Drivers
• Increased Demand for Quality: As software and digital products have become integral to businesses and consumers alike, the demand for high-quality, bug-free applications has grown. Crowdsource testing provides a cost-effective solution to ensure product quality by leveraging the expertise of a diverse group of testers.
• Rapid Feedback and Iteration: In today's fast-paced development cycles, organizations strive to

release products quickly and iterate based on user feedback. Crowdsource testing facilitates faster feedback cycles, enabling businesses to identify and address issues promptly, leading to improved product quality and customer satisfaction.

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Global Crowdsourced Testing Market Key Advances
• As smart phones and mobile devices become more popular, mobile application (app) marketplaces have expanded fast. With the rapid growth of mobile apps, mobile device vendors require unique cost-effective test methodologies and tools to assure mobile app quality. The creation of mobile apps has exploded in the recent years. There appears to be an app for almost every aspect of life, from work to entertainment and everything in between. Companies aim to provide high-quality, bug-free software in order to meet the ever-increasing consumer demand. As a result, the crowdsourced testing market is flourishing.
• Large organizations are increasingly recognizing the benefits of crowdsourced testing and are adopting this approach to enhance their quality assurance efforts. Bug bounty programs have gained popularity among large organizations as a form of crowdsourced security testing. They invite external researchers and ethical hackers to identify vulnerabilities in their systems and offer rewards for successful discoveries. This approach enables organizations to tap into a global network of security experts. Thus, by embracing the power of the crowd, these organizations are tapping into a global crowdsourced testing community and benefitting from the collective knowledge and expertise of testers worldwide.
• Asia Pacific region is anticipated to be the fastest growing in the crowdsourced testing market during the forecast period. India has emerged as a major player in the crowdsourced testing market, offering a large pool of skilled testers at competitive rates. China, Japan, South Korea, and Australia also have growing crowdsourced testing market due to their technologically advanced industries and increasing demand for software and digital products. Besides there has been rise in popularity for crowdsourced testing in Asia as more startups has been able to deliver accelerated testing, all while producing better results. Thus, with the rise in experienced testing staff and advancements in testing platforms will support the growth of the crowdsourced testing market across Asian countries during 2023-2031.

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o Applause App Quality, Inc.
o Digivante Limited
o Global App Testing
o Infosys Limited
o QA Mentor
o Qualitrix
o Rainforest QA, Inc

o Testbirds B.V.
o Testlio Inc.
o Ubertesters Inc
o Web Property of Flatworld Solutions Inc.
o Other Market Participants

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Global Crowdsourced Testing Market
By Platform
o Mobile Apps testing
o Websites testing
o Others
By Testing Type
o Beta testing
o Black box testing
o Regression testing
o Usability testing
o Functional testing
o Exploratory testing
o Localization Testing
o Others
By Organization Size
o Large Organizations
o Small and Medium Size Organizations
By End User Industry
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o Healthcare
o Retail and E-commerce
o Media and Entertainment
o Travel and Hospitality
o Others

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o Asia Pacific (China, Japan, India, New Zealand, Australia, South Korea, Southeast Asia

(Indonesia, Thailand, Malaysia, Singapore, Rest of Southeast Asia), Rest of Asia Pacific)
o Middle East & Africa (Saudi Arabia, UAE, Egypt, Kuwait, South Africa, Rest of Middle East & Africa)
o Latin America (Brazil, Argentina, Rest of Latin America)

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