Automation Testing Market Share Reach USD 123 Billion by 2032, Key Factors behind Market's Exponential Growth

Increasing reliance on AI and ML technology for technical operations is expected to create market growth.

PORTLAND, PORTLAND, OR, UNITED STATE, April 22, 2024 /EINPresswire.com/ -- According to the report published by Allied Market Research, The [Automation Testing Market Share](#) Reach USD 123 Billion by 2032, Key Factors behind Market's Exponential Growth. The report provides an extensive analysis of

AUTOMATION TESTING MARKET

OPPORTUNITIES AND FORECAST, 2023-2032

Automation testing market is expected to reach **$123 Billion** in 2032

Growing at a **CAGR of 17.1% (2023-2032)**

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Automation Testing Industry

changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers valuable able guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

The global automation testing market was valued at USD 25.7 billion in 2022, and is projected to reach USD 123 billion by 2032, growing at a CAGR of 17.1% from 2023 to 2032.

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The relentless demand for faster and more efficient software development and delivery processes among organizations is fueling the growth of automation testing market. Further, the continuous evolution of technology, leading to complex applications and software systems that require rigorous testing to maintain quality and performance is boosting the demand for automation testing. Furthermore, the need for cost reduction and resource optimization is compelling businesses to automate their testing procedures, as it minimizes the dependence on manual labor and lowers the risk of human error is propelling the automation testing market growth.

Automation testing is segmented on the component, testing type, interface, industry vertical and region. On the basis of component, it is categorized into solution and service. On the basis of testing type, it is classified into static testing and dynamic testing. By interface, the automation testing market is segmented into mobile testing, web testing, desktop testing, and software testing. Based on industry vertical, the market is divided into BFSI, IT & telecom, manufacturing, retail, healthcare, government, and others. Region wise, the market is analysed across North America, Europe, Asia-Pacific, and LAMEA.

Access the full summary at: https://www.alliedmarketresearch.com/automation-testing-market-A07460

By component, the solution segment acquired a major automation testing market share in 2022. This is attributed to the fact that automation testing solutions are increasingly incorporating AI and machine learning capabilities. AI is used for intelligent test case generation, predicting potential issues, and self-healing tests, making the testing process more efficient and effective.

By industry vertical, the BFSI segment acquired a major automation testing market size in 2022. The is attributed to the fact that BFSI companies are adopting sophisticated test automation frameworks and tools. These frameworks allowed for faster test case creation, maintenance, and execution, making it easier to handle complex financial software systems. Further, managing test data is a critical aspect of automation testing. Organizations are implementing solutions to create, manage, and secure test data effectively, ensuring that sensitive customer information is not compromised during testing.

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By region, North America dominated the automation testing market share in 2022. This is attributed to the fact that DevOps practices and CI/CD pipelines have been on the rise in the North American region. Automation testing is an integral part of these practices, ensuring that software is continuously tested and validated throughout the development lifecycle. Further, the adoption of cloud-based testing solutions has been increasing, providing scalability, flexibility, and cost-efficiency for testing efforts.

The key players operating in the global automation testing market include IBM, Apexon, Cigniti Technologies, Capgemini, Microsoft, Tricentis, Keysight Technologies, Sauce Labs Inc., and Parasoft. These players have adopted various strategies to increase their market penetration and strengthen their position in the automation testing industry.

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Key Findings of the study:

By component, the solution segment accounted for the highest automation testing market share, in terms of revenue in 2022.
 On the basis of industry vertical, the healthcare segment is expected to exhibit the fastest growth rate during the automation testing market forecast.
 Region wise, North America generated the highest revenue of automation testing market size in 2022.

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Lastly this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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