# Mobile Application Testing Services Market Shows Steady Growth Fueled by Smartphone Adoption and Digital Transformation

*Explore the dynamic growth of mobile app testing services driven by smartphone adoption, health & wellness apps, and digital business transformation*

VANCOUVER, BC, CANADA, June 5, 2024 /EINPresswire.com/ -- The global mobile application testing services market size was USD 5.60 Billion in 2023 and is expected to register a revenue CAGR of 17.0% during the forecast period. The global mobile application testing services market continues to show promising growth,

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driven by key factors such as increasing smartphone adoption, rapid expansion of health & wellness apps, and the integration of artificial intelligence technologies. Market research indicates a steady rise in demand for mobile testing services across various industries, reflecting the essential role of quality assurance in the mobile app development process.

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Key Market Drivers

1. Smartphone Adoption: The proliferation of smartphones has become a cornerstone of contemporary digital transformation, both in personal and professional spheres. With 69% of IT managers supporting Bring Your Own Device (BYOD) policies, mobile platforms are now indispensable tools in the workplace, driving productivity and efficiency. The availability of 5G-enabled devices and foldable phones further stimulates market growth, offering users enhanced flexibility and performance.

2. Growth in Health & Wellness Apps: The rapid expansion of health and wellness apps has contributed significantly to the demand for mobile application testing services. As consumers

increasingly rely on portable devices for healthcare management, the need for reliable and secure mobile apps becomes paramount. This trend aligns with the broader adoption of cloud-based technologies, further driving market growth.

3. Digital Transformation of Business: The digital transformation of businesses is a major catalyst for the mobile application testing services market. Companies across industries are leveraging mobile applications to improve productivity, enhance customer service, and ensure remote accessibility. This has led to a surge in demand for testing services to maintain the quality and security of mobile apps.

Market Restraints

1. Security Concerns: Despite the market's growth, security remains a primary concern for mobile application testing. The rise in cyber-attacks through web applications underscores the importance of robust security testing methodologies to protect sensitive data and user privacy.

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Market Segment Insights

1. Service Types: The global market offers a range of testing services, including professional services and managed services. The growing reliance on mobile applications for business operations underscores the need for reliable testing solutions to ensure quality and performance.

2. Testing Types: Various testing methodologies are employed, including functionality testing, usability testing, performance testing, compatibility testing, security testing, compliance testing, and automation testing. These tests are crucial for verifying the functionality, usability, and security of mobile applications across different devices and platforms.

3. End-User Industries: The BFSI sector, healthcare, retail, travel and tourism, and other industries are significant consumers of mobile application testing services. These sectors rely on secure and user-friendly mobile apps to enhance customer experience and drive business growth.

Market Outlook

The global mobile application testing services market is poised for continued growth, driven by the increasing adoption of smartphones, the proliferation of health & wellness apps, and the ongoing digital transformation of businesses. As mobile applications become increasingly integral to daily life, the demand for reliable testing services is expected to rise, presenting opportunities for market players to innovate and expand their offerings.

Mobile Application Testing Services Top Companies and Competitive Landscape

The global mobile application testing services market is fairly fragmented with many large and medium-sized players accounting for majority of market revenue. Major players are deploying various strategies, entering into mergers & acquisitions, strategic agreements & contracts, developing, testing, and introducing more effective mobile application testing services solutions.

Some major players included in the global mobile application testing services market report are:

Accenture PLC

Capgemini SE

Cognizant Technology Solutions

EPAM Systems Inc.

IBM Corporation

Wipro Ltd

TATA Consultancy Services Limited

AQM Software Testing Lab

Cigniti Technologies Ltd

Amazon Web Services Inc.

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Mobile Application Testing Services Latest Industry Updates

In June 2023, Cigniti Technologies and Ltd. Broadcom to Host "DevOps and Continuous Delivery" This partnership empowers businesses to achieve seamless integration, continuous testing, and streamlined delivery pipelines, allowing them to deliver high-quality software at an accelerated pace while maintaining dependability and customer satisfaction.

In April 2023, Smartbear, one of the market leader of software development and visibility tools,

is expanding its cloud marketplace strategy with the launch of SwaggerHub, one of the industry's leading API design and documentation tools, in AWS Marketplace, a digital library with thousands of software listings from independent software suppliers, designed to enable finding, testing, purchasing, and deploying applications running on Amazon Web Services as straightforward as possible. Customers have the option of purchasing SwaggerHub directly from AWS Marketplace or through AWS Private Offers, a purchasing platform that enables vendors and purchasers to agree on specific costs and the terms of end-user licencing agreements (EULAs) for software purchases made through AWS Marketplace.

Mobile Application Testing Services Market Segment Analysis

For the purpose of this report, Emergen Research has segmented global mobile application testing services market on the basis of service type, therapy, cancer, end-use, and region:

Service Type Outlook (Revenue, USD Billion; 2020-2033)

Radiofrequency devices

Microwave devices

Embolization devices

Others

Testing type Outlook (Revenue, USD Billion; 2020-2033)

Radiation therapy

Ablation

Particle Embolization

Delivery Model Outlook (Revenue, USD Billion; 2020-2033)

Liver cancer

Lung cancer

Kidney cancer

Others

End-User Industries Outlook (Revenue, USD Billion; 2020-2033)

Hospitals

Ambulatory surgical centers

Regional Outlook (Revenue, USD Billion; 2020–2033)

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Spain

Benelux

Russia

Rest of Europe

Asia Pacific

China

Japan

South Korea

India

ASEAN Countries

Oceania

Rest of APAC

Latin America

Brazil

Mexico

Rest of LATAM

Middle East & Africa

GCC Countries

Israel

Turkey

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