

# The Rise of Generative AI in Software Development Lifecycle: Opportunities and Challenges

*The Business Research Company's  
Generative AI in Software Development  
Lifecycle Global Market Report 2024 -  
Market Size, Trends, And Global Forecast  
2024-2033*

LONDON, GREATER LONDON, UK, June 19, 2024 /EINPresswire.com/ -- The generative AI in software development lifecycle market size has experienced exponential growth, expanding from

\$0.36 billion in 2023 to \$0.50 billion in 2024, reflecting a compound annual growth rate (CAGR) of 38.4%. It will grow to \$1.86 billion in 2028 at a compound annual growth rate (CAGR) of 38.8%. This growth can be attributed to increased demand for automation and efficiency, the need for skilled software developers, and rising adoption of digital transformation initiatives.



You Can Now Pre Order  
Your Report To Get A Swift  
Deliver With All Your Needs  
-The Business Research  
Company"

*The Business Research  
Company*

## [Increasing Demand for Automation Drives Market Growth](#)

Automation, leveraging generative AI technologies, is a key driver propelling the generative AI in software development lifecycle market forward. Automation tools powered by AI can autonomously generate code snippets, optimize processes, and enhance software security, thereby reducing manual effort and ensuring high-quality software solutions. According to a survey by Camunda in January 2022, 82% of IT professionals consider process

automation a higher priority than in previous years, underscoring its growing importance across industries.

Explore the generative AI in software development lifecycle market with a detailed sample report: [https://www.thebusinessresearchcompany.com/sample\\_request?id=15384&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=15384&type=smp)

[Major Players and Market Trends](#)



Key players such as Google LLC, Microsoft Corporation, and Amazon Web Services Inc. are focusing on developing innovative solutions like generative AI assistants to bolster software security and drive market revenues. For example, Harness Inc. launched AIDA (AI Development Assistant) in June 2023, an AI-powered tool aiding developers in automating tasks from build failures resolution to security vulnerability detection and fixing, thereby enhancing productivity throughout the software development lifecycle.

### Segments

- Component: Solutions, Services
- Deployment Mode: On-Premise, Cloud-Based
- Application: Code Generation, Code Optimization, Bug Detection, Testing And Quality Assurance, Other Applications
- End-User: Software Engineers Or DevOps Professionals, Security Professionals Or SecOps

### Geographical Insights: Asia-Pacific Leading the Market

North America held the largest share of the generative AI in software development lifecycle market in 2023. However, Asia-Pacific is anticipated to witness the fastest growth during the forecast period, driven by increasing digital transformations and technological advancements across industries.

Access the complete report for an in-depth analysis of the generative AI in software development lifecycle market: <https://www.thebusinessresearchcompany.com/report/generative-ai-in-software-development-lifecycle-global-market-report>

Generative AI In Software Development Lifecycle Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Generative AI In Software Development Lifecycle Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on generative AI in software development lifecycle market size, generative AI in software development lifecycle market drivers and trends, generative AI in software development lifecycle market major players, competitors' revenues, market positioning, and market growth across geographies. The generative AI in software development lifecycle market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

Browse Through More Similar Reports By [The Business Research Company](#):

Blockchain AI Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/blockchain-global-market-report>

Product Lifecycle Management Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/product-lifecycle-management-global-market-report>

Software Products Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/software-products-global-market-report>

About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/721185473>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.