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Application Testing Services Market Research Report- Global Forecast to 2032

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Description:

Application Testing Services Market Overview

Application Testing Services Market Size was valued at USD 29.5 Billion in 2022. The Application Testing Services market industry is projected to grow from USD 32.4 Billion in 2023 to USD 68.9 Billion by 2032, exhibiting a compound yearly growth rate (CAGR) of 9.90% during the forecast period (2023 - 2032). Increased demand for application testing services owing to the growing need for big data and cloud computing are the key market drivers enhancing the growth of market.

Application Testing Services Market Overview.

Source: The Secondary Research, Primary Research, MRFR Database, and Analyst Review

Application Testing Services Market Trends

Growing demand for application testing services is driving the market growth.

Market CAGR for application testing services is being driven by the rising demand for application testing services. Application testing services have an increasing adoption in automation testing services in different industries like healthcare, media, and manufacturing with the increased digital transformation of businesses. The advancement in technology and rising implementation of automated application testing services to minimize operational costs is anticipated to fuel the market growth.

The digital transformation of businesses is anticipated to boost the growth of the application testing services market. Digital transformation helped minimize the manual efforts in application testing by availing faster feedback and reducing the time to declare the products and services into the market. The inclusion of advanced technologies like Big Data, machine learning, AI, and others assists in offering accurate real-time data analytics and analysis to be one of the main driving factors for the growth of the application testing services market. The growing pace of innovation in novel technologies, networks, and methodologies is making companies opt for new product releases while improving product quality, minimizing costs, and accelerating time-to-revenue. Assured and improved quality products while being cost-effective are expected to boost the application services market size.

The rapidly developing model of technology ecosystems powered by disruptive technologies is changing the space of IT consumerism. Digitization has changed traditional software testing into proactive quality engineering and assurance discipline. Further, in IoT-based systems, any small glitch may have adverse outcomes like physical accidents, security lapses, unexpected outcomes, and non-optimal performance. The application testing services may increase productivity via test automation services and optimizing IT spending, leveraging reusable assets, and ensuring returns on investments. Thus, driving the Application Testing Services market revenue.

The virtual testing environment ignites real-time conditions, provide reliable security, and enables testers, but there are limitations like equipment conflict between drivers of tested equipment and the virtual environment, thus restraining the growth of the application testing services market.

Application Testing Services Market Segment Insights

Application Testing Services Service Type Insights

The global Application Testing Services market segmentation, based on service type, includes Professional Services and Managed Services. The managed service segment dominates the market, accounting for the largest market revenue as it enhances the standards and time-to-market by combining all testing solutions with other reliant companies with experience in complexities management. This service helps in minimizing the risk of application or system failure and ensures

that the systems operate correctly and constantly to meet the expectation of consumers and business users. Additionally, managed services are cost-effective compared to professional services as there is no requirement to integrate an in-house testing team.

Figure 1: Application Testing Services Market, by Service Type, 2022 & 2032 (USD Billion)

Application Testing Services Market, by Service Type, 2022 & 2032

Source: The Secondary Research, Primary Research, MRFR Database, and Analyst Review

Application Testing Services End User Insights

The global Application Testing Services market segmentation, based on end users, includes Healthcare, Telecom & IT, Government, and Others. The telecom & IT segment dominates the market due to the increase in the adoption of automation testing services and the rising digital transformation of business throughout the world. The advancement in technology and growing execution of automated application testing services in order to minimize operational costs are anticipated to boost the growth of the application testing services market. The drastic shift in digital and computer networks has made this service indispensable in the telecom & IT industry.

Application Testing Services Regional Insights

By region, the study offers market insights into North America, Europe, Asia-Pacific, and the Rest of the World. The North American Application Testing Services market area dominates the market due to the increasing adoption of testing services to enhance the accuracy, functionality, usability, and stability of applications. There is a growing investment in developing enhanced application testing services, and fast growth of advanced technologies like AI, IoT, and others is expected to boost the growth of market in the North American region.

Further, the prime countries studied in the market report are the US, Canada, German, France, the UK, Italy, Spain, Japan, India, China, Australia, South Korea, and Brazil.

Figure 2: APPLICATION TESTING SERVICES MARKET SHARE BY REGION 2022 (USD Billion)

APPLICATION TESTING SERVICES MARKET SHARE BY REGION 2022

Source: The Secondary Research, Primary Research, MRFR Database, and Analyst Review

Europe's Application Testing Services market accounts for the second-largest market share due to the increasing adoption of application testing services in various sectors of industry in this region. Further, the German Application Testing Services market held the largest market share, and the UK Application Testing Services market was the fastest-growing market in the European region.

The Asia-Pacific Application Testing Services Market is expected to grow at the rapid CAGR from 2023 to 2032. This is due to the rising adoption of application testing services in BFSI, retail, and telecom & IT sectors in this region. Moreover, China's Application Testing Services market held the largest market share, and the Indian Application Testing Services market was the rapid-growing market in the Asia-Pacific region.

Application Testing Services Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development in order to expand their product lines, which will help the Application Testing Services market grow even more. Market players are also undertaking various strategic activities to expand their global footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, the Application Testing Services industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics used by manufacturers in the global Application Testing Services industry to benefit clients and increase the market sector. In recent years, the Application Testing Services industry has offered some of the most significant advantages to various sectors. Major participants in the Application Testing Services market, including Cigniti Technologies, Qualitest, BT Group plc., Applause, Infosys Limited, Accenture PLC, Cognizant Technology Solutions, IBM Corporation, Capgemini SE, EPAM Systems Inc., HCL Technologies Limited, and others, are attempting to increase market demand by investing in research and development operations.

An India-based engineering services company, Cigniti Technologies is mainly involved in offering software testing services throughout the globe. It provides services like assurance, including test automation, regression testing, and security testing; engineering, including performance engineering and services visualization; agile testing, similarly digital assurance; and next-generation testing. The company serves industries, including airline, communications, financial services, banking, retail, and others. In September 2022, a significant AI and IP-led Digital Assurance and Digital Engineering service provider, Cigniti Technologies, deepened its engagement with a large American retailer by offering the best digital experiences to customers and boosting their digital objectives. The Fortune 500 American retailer Cigniti recently celebrated its first year of collaboration. They have experienced a huge growth opportunity via digitalization, making sure that the business outcome of the retailers is faster.

Qualitest Group is an independent managed service offeror of quality assurance and testing solutions. The company provides software testing services and quality assurance and is focused on giving high-standard quality in every project. It aims to enhance software quality by offering superior QA solutions to partners and customers throughout the world. In September 2019, Qualitest, an AI-powered application testing and quality assurance, announced a partnership with a company BT, which is a British multinational telecommunication holding company headquartered in the UK, in order to support the supply of innovative products and services across their network, develop their 5G network and thus enhance their emergency services network offerings.

Key Companies in the Application Testing Services market include

- Cigniti Technologies
- Qualitest Group
- BT Group plc.
- Applause
- Infosys Limited
- Accenture PLC
- Cognizant Technology Solutions
- IBM Corporation
- Capgemini SE
- EPAM Systems Inc.
- HLC Technologies Limited

Application Testing Services Industry Developments

May 2022: A UK-based telecommunications company, BT Group plc., partnered with a South African telecommunications company MTN Group Limited to offer cloud security, managed connectivity, and voice services to MTN Business clients.

June 2022: A German Engineering Consulting and Services company named Umlaut was planned to be acquired by Accenture in order to enhance its application testing services along with the testing capabilities of Umlaut throughout the traditional and digital engineering services.

February 2020: A US-based testing and digital quality company, Applause, partnered with Infosys Limited, an India-based information technology company, in order to launch digital testing services for clients and offer wider end-to-end digital experience testing services to customers. This partnership brings together the white-glove crowd-testing approach of Applause and the behind-the-firewall validation of Infosys.

Application Testing Services Market Segmentation

Application Testing Services Service Type Outlook

- Professional Services
-

Application Testing Services End User Outlook

- Healthcare
- Telecom & IT
- Government
- Others

Application Testing Services Regional Outlook

- North America
 - US
 - Canada
- Europe
 - Germany
 - France
 - UK
 - Italy
 - Spain
 - Rest of Europe
- Asia-Pacific
 - China
 -

- Japan
 - India
 - Australia
 - South Korea
 - Australia
 - Rest of Asia-Pacific
- Rest of the World
 - Middle East
 - Africa
 - Latin America

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