

Application Release Automation - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Application Release Automation Market size is estimated at USD 4.08 billion in 2024, and is expected to reach USD 10.06 billion by 2029, growing at a CAGR of 19.75% during the forecast period (2024-2029).

Digital infrastructure has been significantly evolving globally along with business change, thereby making modernization the key to success. Moreover, with the emergence of the COVID-19 pandemic, application visibility and management gained even more prominence as employees working from their homes and businesses rapidly transformed their environments to keep their staff productive from any location. This was anticipated to further boost the market's growth over the forecast period. Moreover, due to the COVID-19 lockdowns that were put in place along with the switch to remote working environments, an unprecedented number of people started using mobile applications for work and other activities, creating the need for seamless security access to these applications.

Key Highlights

- Increasing adoption of digital transformation in most enterprises and investment in advanced technologies such as artificial intelligence, big data, and cognitive automation that can boost the company's revenue are some of the primary factors boosting the application release automation market.
- The growing digital transformation has pushed most businesses to adopt applications and tools to respond to market feedback and deliver new experiences to end users faster than ever. Organizations have turned to application release automation software to stay competitive in these new market conditions and speed up delivery. By leveraging application release automation, organizations can easily handle fast software delivery and updates and decrease human error, missed steps, and potential production issues.
- Additionally, the primary factor driving the market is increasing pressure on the IT sector to roll out new features to software

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applications quickly in production or apply security patches with little to no downtime to guarantee 100% uptime. Moreover, COVID-19 forced an unprecedented number of people worldwide to change their workplace from office to home, creating immense pressure on communications service providers to support a functioning society with flawless digital communication capabilities. -In February 2023, Schneider Electric, the leader in the digital transformation of energy management and automation, launched its new Industrial Digital Transformation Services during the 27th Annual ARC Industry Leadership Forum in Orlando, Florida. The specialized global service is designed to help industrial enterprises achieve future-ready, innovative, sustainable, and effective end-to-end digital transformation.

Application Release Automation Market Trends

Cloud is Expected to Hold Significant Market Share

- As enterprises across the globe are migrating applications to the cloud at a rapid pace, there is a spike in demand for cloud-based applications in the global market. Moreover, according to a survey conducted by Apps Run The World, in 2021, Microsoft led as the top vendor in the cloud applications market share with 13%. Salesforce and Oracle were close behind, having 11% and 7% of the market share, respectively.
- Cloud-based applications and web servers not only help clients to access the applications with agility from anywhere across the globe, but it reduces the cost incurred due to downtime of businesses while using legacy systems.
- Traditional application release automation was used for load-balancing application servers to manage traffic and application deployment. Over the years, new functions have been integrated, including SSL offloading, visibility, application analytics, multi-cloud support, TCP optimizations, rate shaping, and web application firewalls.
- In June 2022, Armory, the continuous deployment (CD) company empowering development teams to easily, reliably, safely, and continuously deploy software at any scale, announced the general availability of Armory Continuous Deployment-as-a-Service. The product delivers declarative deployments across multiple environments that support advanced progressive strategies, allowing developers to focus on building great code rather than deploying it, enhancing their customers' experience, and avoiding outages.
- Further, in January 2023, Alibaba Cloud announced the launch of the Apsara Developer Community, a new hub created to support global developers through an enhanced provision of various developer tools and resources. It aims to support the developer community's continuous growth while facilitating the digital economy's further progress across markets.

Asia Pacific is Expected to Hold Significant Market Share

- Asia-Pacific is expected to witness the highest growth rate over the forecast period. The rapid increase in cloud computing in this region is expected to be a significant driver for cloud-based application delivery controllers.
- Additionally, the region is expected to witness growth, owing to the investments of small and medium organizations. SMEs are investing in cost-effective cloud-based and technologically advanced solutions for cloud-based applications. Countries such as China and India provide significant growth opportunities in the region.
- For instance, according to recent data from the Ministry of Micro, Small, and Medium Enterprises, India has 50 million MSMEs, which makes it among the world's largest MSME markets. Given that the government and MSMEs rely on scalable IT systems and solutions, it is understandable that they may shift their processes, along with sensitive information, to the cloud. This has further given significant traction to the application release automation market.
- In the wake of the recent outbreak of COVID-19, Asia-pacific is witnessing a significant shift toward adopting cloud-based solutions, and the application release automation industry is showing resiliency with support from various technology providers.

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India, a vital contact center outsourcing destination, needs help with remote connections, as regional enterprises need more technological capabilities for remote operations. Due to such reasons, various vendors offer innovative solutions to attract customers.

- For instance, Singapore is considered the Asia-Pacific's medical and healthcare hub and offers the region's best healthcare system. The Joint Commission International (JCI) has accredited over 23 hospitals and healthcare facilities in Singapore. Over 350,000 patients visit Singapore to provide high-quality healthcare services each year. Such potential would increase the use of cloud applications and drive market growth during the forecast period.

Application Release Automation Industry Overview

The global application release automation market is highly competitive and has several major players. In terms of market share, few of the major players currently dominate the market. These major players with prominent shares in the market are focusing on expanding their customer base across foreign countries. These companies leverage strategic collaborative initiatives to increase their market shares and profitability.

- March 2023 - Applitools announced the launch of an Early Access Program for Centra, a new tool designed to connect teams across the product delivery lifecycle. It is now available for free access; Centra connects teams across the product delivery lifecycle to track, validate, and collaborate on user interfaces at every process stage, from design to implementation.

- February 2023 - Software intelligence company Dynatrace announced the launch of the AutomationEngine. This new Dynatrace platform technology features an intuitive interface and no-code and low-code toolset and leverages Davis causal AI to empower teams to extend answer-driven automation across boundless BizDevSecOps workflows.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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