

Mobile Application Testing Services (MATS) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Mobile Application Testing Services Market size is estimated at USD 7.70 billion in 2025, and is expected to reach USD 17.16 billion by 2030, at a CAGR of 17.38% during the forecast period (2025-2030).

There are a variety of hardware, software, and network configurations within the mobile device ecosystem. Furthermore, the task itself is tiring and presents exceptional challenges regarding quality assurance strategy and testing due to the continuous availability of new technologies and browsers and the release of operating system versions. Demand has been significantly influenced by the availability of various types and generations of cell phones on the market. The applications should work and run at the optimal level.

Key Highlights

- The competition between application developers across relevant app stores is influencing the market. Direct and transparent feedback on reviews in the App Store has generated increased demand for high-quality mobile applications and an enhanced user experience.
- In strategic collaboration, few players focus their attention on becoming visible and expanding into new markets. For example, Applitools, a leading developer of following-generation test automation solutions, announced a partnership with Sogeti, a Capgemini Group company, on the state of artificial intelligence in the quality engineering report last year. Applitools uses VisualAI and Ultrafast Test Cloud to provide a next-generation test automation platform.
- The major factors considered for using MAT services are reduced time to market, lower budget and availability of quality assurance materials, and an emphasis on user experience design. Over the last ten years, there has been a marked rise in the market for measurement tools related to application quality and user experience on Mobile App Store ecosystems.
- Developers constantly develop new features and increments of ready-to-use software under a lean and agile development

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approach. Small businesses were trying to take advantage of the huge business opportunities associated with cellular devices.

- The user problems and challenges associated with the Internet of Things apps require testing. For instance, an Internet of Things device cannot be connected to a mobile application. The sensor doesn't send data, the application isn't installed on your device, and you always get an app crash.

Mobile Application Testing Services (MATS) Market Trends

Growing Demand of Hybrid Mobile Application Testing Services

- The rising demand for hybrid application testing services reflects the growing prevalence of hybrid mobile applications in the ever-expanding mobile landscape. Hybrid applications, which combine elements of both native and web applications, have gained popularity due to their versatility and ability to address diverse business requirements.
- Hybrid applications are designed to run on multiple platforms, such as iOS, Android, and web browsers. The demand for testing services arises from ensuring consistent functionality and performance across various operating systems and devices.
- Hybrid apps, with their intricate architecture, demand thorough testing strategies, unlike traditional native apps. This complexity stems from the necessity to guarantee compatibility across diverse devices and operating systems, fueling the need for strong testing services.
- Furthermore, advanced technologies like AI and cloud-based testing solutions are streamlining testing processes. These innovations create flexible and scalable testing environments, essential for the ever-evolving landscape of hybrid app development.

Asia Pacific Expected to be Fastest Growing Market

- The adoption of mobile application testing solutions is increasing in IT markets in the region. Furthermore, mobile application testing facilitates building applications that are accessible and scalable across various platforms. It is a process to build application software by testing its functionality, consistency, and usability. This can be done by automation and manual testing.
- Mobile phone usage across the Asia Pacific is booming. Consumers in the region increasingly use their phones as an immediate method to shop with their favorite brands. Key tendencies shaping the mobile ecosystem include 5G monetization, the rise of generative AI, the shift to circularity, consolidation to drive scale and efficiency, and fintech.
- The market is expected to grow in the future owing to factors such as, in mature mobile markets in the region, there is strong interest in online gaming, cloud, and 5G-enabled immersive applications. Elsewhere, growing demand for mobile data and financial application services has emerged as crucial revenue growth drivers for the market in the region.
- A rising number of users are adopting online wallet features, which, in turn, is expected to boost the utilization of e-commerce channels. Many enterprises are adopting advanced testing processes to deliver apps with a low possibility of security breaches. These are some of the key driving factors of growth for the market.

Mobile Application Testing Services (MATS) Industry Overview

The mobile application testing services market is highly fragmented and comprises multiple players vying for market share. About market shares, as various choices are available for the end user industry, no market player can have a dominant position. Nevertheless, market players prefer to distinguish themselves from innovation and rapid technological developments by differentiating their services.

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- June 2023: SmartBear released Swagger open-source tooling support for the latest version of the Open API Specification, OAS 3.1. A vendor-neutral, open description format for HTTP APIs, the OAS is widely used by development teams at organizations worldwide. Millions of developers use Swagger, which has evolved into one of the most popular open-source tools for API development, with rich support for the OAS, AsyncAPI, JSON Schema, and more.
- January 2023: Cigniti Technologies Partners with LambdaTest to accelerate the digital assurance and digital transformation Journeys of global Companies; the partnership allows Cigniti to tap into LambdaTest's innovative HyperExecute platform that provides secure, scalable, and insightful test orchestration for customers at different points in their DevOps (CI/CD) lifecycle. Through this collaboration, Cigniti and LambdaTest provide their customers with a smart test orchestration platform that helps clients run end-to-end automation tests at blazing-fast speeds, enabling faster time-to-market across industries and geographies.

Additional Benefits:

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

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