Synthetic Monitoring - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Synthetic Monitoring Market is expected to register a CAGR of 15.30% during the forecast period.

Key Highlights
- Synthetic monitoring involves web browser script recordings or web transactions, wherein behavioral scripts are created to simulate a user's path on a site. It helps monitor ongoing IT service performance. Synthetic monitoring, by tracking affected user transactions, ensures that the problems and issues can be quickly identified and resolved, ideally before users complain or notice.
- Businesses worldwide have focused on enhancing the overall user experience to retain their customer base amidst high competition. This trend has been playing a significant role in driving demand for synthetic monitoring solutions.
- Active monitoring is essential in the complex infrastructure many IT teams manage, where multiple networks, providers, and applications can consume IT time and resources. Therefore, synthetic monitoring helps troubleshoot these cases, as it continuously shows IT teams what users see.
- Additionally, to meet the growing need for sophisticated user experiences, businesses are turning to synthetic monitoring for third-party components like web analytics, social networking, search engine optimization, and others.
- Moreover, the increasing use of smartphone application-based services for various purposes is anticipated to increase demand for mobile application monitoring to analyze user behavior and improve user experience, which is anticipated to benefit the market over the course of the forecast period.
- Due to high implementation costs, false positives and inaccurate alarms, a lack of real-time monitoring, difficulties with post-implementation administration, and emulator-based monitoring, managing synthetic monitoring solutions can be problematic.
- The demand for synthetic monitoring among businesses has increased during COVID-19. Due to its ability to keep up with daily operations and essential business functions, remote working is growing in popularity among large and small organizations. Lastly,

to secure data and ensure a superior end-user experience, these advances have fueled a steady rise in demand for high-performance and secure deployment types over the past few months.

Synthetic Monitoring Market Trends

IT and Telecommunications is Expected to Show Significant Growth

- On-premise cloud or hybrid infrastructure management is determined mainly by effective monitoring. It's become more and more challenging for IT managers to rely on traditional IT monitoring solutions because those tools were designed for something other than today's complicated IT landscape. These are moving aggressively toward artificial monitoring options.
- Presently, application performance monitoring solutions are one of the most critical tools for IT. As organizations undertake various transformational initiatives, like cloud migration, container orchestration, and microservices, the need to manage the performance of existing business-critical applications and end-user experience across complex and sophisticated technology landscapes has increased considerably.
- Active monitoring is crucial in the complex infrastructure that many IT teams maintain, where numerous networks, providers, and apps can all use up IT time and resources. Therefore, synthetic monitoring aids in troubleshooting in these situations by continuously showing IT staff what users view.
- An advanced method for bridging the gap between conventional, on-premise, and cloud-based IT systems is modernizing IT and telecom sector services through API management. It improves user experience while consolidating how data is collected, processed, and shared throughout organizations. It also promotes operational efficiency and effectiveness.
- Additionally, it is feasible to close the gap between conventional, on-premises IT systems and modernized services in the IT and telecom industries through API administration. Effective data collection, analysis, and sharing across companies enhance user experience while boosting operational effectiveness.

North America Accounted for a Significant Share

- Due to the increasing adoption of innovative technologies like DevOps, cloud computing, software-as-a-service (SaaS)-based applications, and bring your device, North America is predicted to have the most significant share of and dominate the market under study.
- Moreover, in North America, consumers increasingly prefer online platforms for varied services, even in conventional markets; companies are focusing on improving their application management services.
- The demand for modern synthetic monitoring systems with real-time analysis, log management, and advanced analytics is growing, helping the synthetic monitoring market in the area expand.
- The regional governments are also enhancing service level agreements, written agreements between two or more parties relating to a particular service. Throughout a specific contract, these documents offer the provider and client instructions.
- Enterprises in the region are also taking the lead in offering advanced technology to modern software teams to predict and address performance issues and enable them to deliver better customer experiences.
- Moreover, the increasing competitive intensity in the country, with companies striving to provide lower response time, better user experience, achieve low costs, and optimize application performance, is expected to benefit the North American segment. Thus, investments in improving the application performance are expected to be the primary driver for the segment.

Synthetic Monitoring Industry Overview

The synthetic monitoring market needs to be more cohesive. Top companies employ various techniques to expand their footprints in this market, including new product releases, agreements, expansions, joint ventures, partnerships, acquisitions, and other tactics. Most companies across the board use a minimum of two or three combined technologies to manage and monitor their IT infrastructure. SaaS, open-source software, and closed-source solutions are three common distribution mechanisms for the tools. CA Technologies, Dynatrace LLC, SmartBear Software, etc., are essential participants.

In November 2022, Dynatrace LLC announced the availability of the Dynatrace platform on Microsoft Azure hosted in the United Arab Emirates (UAE), making it the first SaaS-based observability and application security platform hosted in the region. The Dynatrace Software Intelligence Platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps and automation to provide answers and intelligent automation from data at an enormous scale. As a result of its native availability on Microsoft Azure hosted in the UAE, joint customers will benefit from enhanced performance and data sovereignty.

Additional Benefits:

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

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