

## **Continuous Testing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

Continuous Testing Market Analysis

The continuous testing market size is valued at USD 2.44 billion in 2025 and is forecast to reach USD 3 billion by 2030, expanding at a 4.2% CAGR. Behind the measured headline rate, the continuous testing market is shifting from traditional quality-assurance workflows to AI-supported, compliance-centric ecosystems. More than 68% of enterprises have already embedded generative AI into quality-engineering processes. Momentum is reinforced by a wider DevOps backdrop growing at a 20.1% CAGR, although only about half of DevOps adopters have achieved full test-automation integration, signalling untapped headroom inside existing pipelines. Managed service partnerships are thriving as skill shortages drive externalisation of test-environment orchestration, while the functional-to-security testing mix is recalibrating in response to new European Cyber Resilience Act milestones. Geographic leadership remains with North America, yet Asia-Pacific's 5.0% CAGR trajectory suggests a narrowing gap as manufacturers, banks, and retailers digitise at speed.

Global Continuous Testing Market Trends and Insights

Adoption of Agile and DevOps methodologies

DevOps practices are now mainstream, yet sizeable testing gaps persist because continuous testing requires skills that remain scarce. Enterprises that combine DevOps with continuous testing report productivity gains of 20% in regulated banking environments where AI-generated test cases compress release cycles while maintaining audit trails. The role of the traditional QA

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function is shrinking as companies transition toward quality-engineering models in which responsibility for test coverage shifts to the entire development squad. Analysts expect 90% of all testing workflows to become automated by 2027, elevating demand for AI-assurance engineers and model trainers. Organisations such as Nationwide Building Society illustrate the payoff, citing faster change delivery and higher customer-satisfaction scores after embedding testing earlier in agile increments.

#### Need for accelerated digital transformation post-COVID

A rapid pivot to digital channels has forced enterprises to release software at unprecedented speed, often stretching quality guardrails. Latin American firms have experienced heightened defect leakage when code is pushed without complete regression cycles. Retailers are scaling AI-guided user-acceptance testing to safeguard 24/7 e-commerce uptime, with one global chain improving conversion by 4.5 percentage points while supporting 10,000 daily orders at "five-nine" availability. Manufacturing leaders say smart-factory competitiveness hinges on software quality, yet ambitions frequently stall when AI pilots cannot be scaled, underscoring the need for platform-level testing frameworks capable of bridging proof-of-concept and enterprise rollout.

#### Scarcity of end-to-end test-environment orchestration skills

U.S. labour-market data show QA vacancies on course to grow 17% through 2032, potentially placing USD 162 billion of annual output at risk if roles remain unfilled. The gap is acute for specialists who can weave CI/CD pipelines, cloud infrastructure and AI-driven test automation into a cohesive fabric. To offset shortages, enterprises are procuring managed services and codeless test platforms that lower entry barriers for less technical staff. Automation eliminates repetitive tasks but raises demand for architects able to curate AI models, audit bias and safeguard pipelines against data exposure.

Other drivers and restraints analyzed in the detailed report include:

Rising adoption of AI-augmented testing platforms / Shift to cloud-native architectures and micro-services / Legacy monolithic architectures slowing test automation /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Managed services captured 67.8% of the continuous testing market in 2024 and are forecast to grow at a 5.8% CAGR through 2030. Heightened reliance on external partners stems from limited in-house capacity to run complex, AI-enabled test estates that must meet tightening regulatory standards. Providers are repositioning, hiring AI-assurance engineers and model governors rather than traditional manual testers. Advisory and professional-services lines complement outsourcing deals, guiding clients through cultural shifts toward quality engineering and CloudOps alignment.

The managed-services model now extends beyond basic test execution to holistic quality intelligence, with providers guaranteeing release velocity, risk analytics, and energy-efficient test scheduling. Renewed demand is visible in Australia and New Zealand, where enterprises bundling cloud migration and data-modernisation workstreams are re-engaging specialists to maintain coverage across hybrid workloads. Such breadth enables incumbents to defend their share even as growth accelerates, making managed services the structural anchor of the continuous testing market.

Web applications remained the largest interface class with a 58.2% share in 2024, but mobile testing is on track for the highest 5.5% CAGR to 2030. Smartphone-led commerce, forecast to comprise a dominant slice of global retail sales by 2027, places rigorous performance and usability demands on distributed device landscapes. Enterprises are adopting cloud-hosted device farms, network-condition emulation, and AI-based visual validation to uphold brand consistency across thousands of handset

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permutations.

Web testing is hardly static; browser standards are evolving toward decentralized Web 4.0 constructs that blend blockchain and edge services, which in turn mandate new approaches to state persistence and API-layer fault tolerance. Desktop testing remains relevant for legacy business-process platforms, yet receives lower capital allocation. Overall, interface diversification is reinforcing the need for unified orchestration that can manage cross-channel test data, artefacts, and analytics inside a single pane of glass.

The Continuous Testing Market Report is Segmented by Service Type (Managed Services and Professional Services), Interface (Web, Desktop, and Mobile), Deployment Type (On-Premise and Cloud), Testing Type (Functional Testing, Performance and Load Testing, and More), Organization Size (Large Enterprises and Small and Medium Enterprises), Industry Vertical (BFSI, IT and Telecom, and More) and Geography.

#### Geography Analysis

North America accounted for 26.5% revenue in 2024, benefiting from early DevOps uptake, robust cloud infrastructure, and strong venture funding into quality-engineering platforms. Generative AI adoption is widespread, with 96% of enterprises piloting or scaling AI in test generation and optimisation workflows. Despite technology leadership, the region contends with acute talent shortages, prompting higher reliance on managed-service engagements and automated toolchains. U.S. banks report double-digit productivity gains after embedding AI agents that recommend risk-based regression packs, balancing rapid feature delivery against strict regulatory demands.

Asia-Pacific is the fastest-expanding theatre, registering a projected 5.0% CAGR to 2030. China, India, and Southeast Asian nations are channelling capital into smart manufacturing and fintech ecosystems, creating greenfield opportunities for continuous quality automation. Australia and New Zealand showcase a resurgence in outsourced testing as enterprises hunt for expertise that spans SAP S/4HANA upgrades, API modernisation, and sector-specific compliance reporting. An expected 3.8 million additional manufacturing employees will be required across the region by 2033, magnifying demand for scalable, low-overhead testing frameworks.

Europe remains a heavyweight, shaped by a regulatory environment that effectively mandates continuous testing. The Cyber Resilience Act, adopted in 2024, and the Digital Operational Resilience Act, effective in 2025, oblige manufacturers and financial institutions, respectively, to demonstrate ongoing security validation. Germany, France, and the United Kingdom spearhead enterprise spending on AI-enabled compliance automation that can satisfy both CRA and DORA metrics while minimizing manual effort. Complementary legislation such as the revised EU Product Liability Directive heightens liability for software defects, encouraging continuous testing and market penetration that treats quality as a board-level responsibility rather than an engineering afterthought.

#### List of Companies Covered in this Report:

IBM Corporation / Broadcom Inc. (CA Technologies) / Tricentis GmbH / Micro Focus International plc / Sauce Labs Inc. / Mindtree Ltd (LTIMindtree) / EPAM Systems Inc. / HCL Technologies Ltd / Cigniti Technologies Ltd / Cognizant Technology Solutions Corp. / Tech Mahindra Ltd / Hexaware Technologies Ltd / Larsen and Toubro Infotech Ltd / Accenture plc / Infosys Ltd / Capgemini SE / Atos SE / Keysight Technologies Inc. / SmartBear Software / Perfecto (Perforce Software) / Applitools Ltd / Parasoft Corporation / Katalon Inc. / mabl Inc. /

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