In software testing, test automation is the use of special software (separate from the software being tested) to control the execution of tests and the comparison of actual outcomes with predicted outcomes. Automated testing differs from manual testing where a human being is responsible for single-handedly testing the functionality of the software in the way a user would. Because automated testing is done through an automation tool, less time is needed in exploratory tests and more time is needed in maintaining test scripts while increasing overall test coverage.

The global Automated Testing Software market was valued at xx million US$ in 2018 and will reach xx million US$ by the end of 2025, growing at a CAGR of xx% during 2019-2025. This report focuses on Automated Testing Software volume and value at global level, regional level and company level. From a global perspective, this report represents overall Automated Testing Software market size by analyzing historical data and future prospect.

Regionally, this report categorizes the production, apparent consumption, export and import of Automated Testing Software in North America, Europe, China, Japan, Southeast Asia and India.

For each manufacturer covered, this report analyzes their Automated Testing Software manufacturing sites, capacity, production, ex-factory price, revenue and market share in global market.

The following manufacturers are covered:
- Hewlett-Packard Enterprise
- International Business Machines (IBM) Corporation
- Oracle Corporation
- Tricentis
- Worksoft Inc
- SmartBear Software
- Ranorex GmbH (Austria)
- ...

Segment by Regions
- North America
- Europe
- China
- Japan
- Southeast Asia
- India

Segment by Type
- On-premise
- Cloud based

Segment by Application
- Automated Unit Tests
- Automated Web Service
- Automated GUI Tests

Contents:

Table of Contents
Executive Summary
1 Industry Overview of Automated Testing Software
  1.1 Definition of Automated Testing Software
  1.2 Automated Testing Software Segment by Type
    1.2.1 Global Automated Testing Software Production Growth Rate Comparison by Types (2014-2025)
    1.2.2 On-premise
    1.2.3 Cloud based
  1.3 Automated Testing Software Segment by Applications
    1.3.1 Global Automated Testing Software Consumption Comparison by Applications (2014-2025)
    1.3.2 Automated Unit Tests
    1.3.3 Automated Web Service
    1.3.4 Automated GUI Tests
  1.4 Global Automated Testing Software Overall Market
    1.4.1 Global Automated Testing Software Revenue (2014-2025)
    1.4.2 Global Automated Testing Software Production (2014-2025)
    1.4.3 North America Automated Testing Software Status and Prospect (2014-2025)
    1.4.4 Europe Automated Testing Software Status and Prospect (2014-2025)
    1.4.5 China Automated Testing Software Status and Prospect (2014-2025)
    1.4.6 Japan Automated Testing Software Status and Prospect (2014-2025)
    1.4.7 Southeast Asia Automated Testing Software Status and Prospect (2014-2025)
    1.4.8 India Automated Testing Software Status and Prospect (2014-2025)

2 Manufacturing Cost Structure Analysis
2.1 Raw Material and Suppliers
2.2 Manufacturing Cost Structure Analysis of Automated Testing Software
2.3 Manufacturing Process Analysis of Automated Testing Software
2.4 Industry Chain Structure of Automated Testing Software

3 Development and Manufacturing Plants Analysis of Automated Testing Software
3.1 Capacity and Commercial Production Date
3.2 Global Automated Testing Software Manufacturing Plants Distribution
3.3 Major Manufacturers Technology Source and Market Position of Automated Testing Software
3.4 Recent Development and Expansion Plans

4 Key Figures of Major Manufacturers
4.1 Automated Testing Software Production and Capacity Analysis
4.2 Automated Testing Software Revenue Analysis
4.3 Automated Testing Software Price Analysis
4.4 Market Concentration Degree

5 Automated Testing Software Regional Market Analysis
5.1 Automated Testing Software Production by Regions
5.1.1 Global Automated Testing Software Production by Regions
5.1.2 Global Automated Testing Software Revenue by Regions
5.2 Automated Testing Software Consumption by Regions
5.3 North America Automated Testing Software Market Analysis
5.3.1 North America Automated Testing Software Production
5.3.2 North America Automated Testing Software Revenue
5.3.3 Key Manufacturers in North America
5.3.4 North America Automated Testing Software Import and Export
5.4 Europe Automated Testing Software Market Analysis
5.4.1 Europe Automated Testing Software Production
5.4.2 Europe Automated Testing Software Revenue
5.4.3 Key Manufacturers in Europe
5.4.4 Europe Automated Testing Software Import and Export
5.5 China Automated Testing Software Market Analysis
5.5.1 China Automated Testing Software Production
5.5.2 China Automated Testing Software Revenue
5.5.3 Key Manufacturers in China
5.5.4 China Automated Testing Software Import and Export
5.6 Japan Automated Testing Software Market Analysis
5.6.1 Japan Automated Testing Software Production
5.6.2 Japan Automated Testing Software Revenue
5.6.3 Key Manufacturers in Japan
5.6.4 Japan Automated Testing Software Import and Export
5.7 Southeast Asia Automated Testing Software Market Analysis
5.7.1 Southeast Asia Automated Testing Software Production
5.7.2 Southeast Asia Automated Testing Software Revenue
5.7.3 Key Manufacturers in Southeast Asia
5.7.4 Southeast Asia Automated Testing Software Import and Export
5.8 India Automated Testing Software Market Analysis
5.8.1 India Automated Testing Software Production
5.8.2 India Automated Testing Software Revenue
5.8.3 Key Manufacturers in India
5.8.4 India Automated Testing Software Import and Export

6 Automated Testing Software Segment Market Analysis (by Type)
6.1 Global Automated Testing Software Production by Type
6.2 Global Automated Testing Software Revenue by Type
6.3 Automated Testing Software Price by Type

7 Automated Testing Software Segment Market Analysis (by Application)
7.1 Global Automated Testing Software Consumption by Application

8 Automated Testing Software Major Manufacturers Analysis
8.1 Hewlett-Packard Enterprise
8.1.1 Hewlett-Packard Enterprise Automated Testing Software Production Sites and Area Served
8.1.2 Hewlett-Packard Enterprise Product Introduction, Application and Specification
8.1.4 Main Business and Markets Served
8.2 International Business Machines (IBM) Corporation
8.2.1 International Business Machines (IBM) Corporation Automated Testing Software Production Sites and Area Served
8.2.2 International Business Machines (IBM) Corporation Product Introduction, Application and Specification
8.2.4 Main Business and Markets Served
8.3 Oracle Corporation
8.3.1 Oracle Corporation Automated Testing Software Production Sites and Area Served
8.3.2 Oracle Corporation Product Introduction, Application and Specification
8.3.3 Oracle Corporation Automated Testing Software Production, Revenue, Ex-factory Price and Gross Margin (2014-2019)
8.3.4 Main Business and Markets Served
8.4 Tricentis
8.4.1 Tricentis Automated Testing Software Production Sites and Area Served
8.4.2 Tricentis Product Introduction, Application and Specification
8.4.3 Tricentis Automated Testing Software Production, Revenue, Ex-factory Price and Gross Margin (2014-2019)
8.4.4 Main Business and Markets Served
8.5 Worksoft Inc
8.5.1 Worksoft Inc Automated Testing Software Production Sites and Area Served
8.5.2 Worksoft Inc Product Introduction, Application and Specification
8.5.4 Main Business and Markets Served
8.6 SmartBear Software
8.6.1 SmartBear Software Automated Testing Software Production Sites and Area Served
8.6.2 SmartBear Software Product Introduction, Application and Specification
8.6.4 Main Business and Markets Served
8.7 Ranorex GmbH (Austria)
8.7.1 Ranorex GmbH (Austria) Automated Testing Software Production Sites and Area Served
8.7.2 Ranorex GmbH (Austria) Product Introduction, Application and Specification
8.7.4 Main Business and Markets Served

9 Development Trend of Analysis of Automated Testing Software Market
9.1 Global Automated Testing Software Market Trend Analysis
9.1.1 Global Automated Testing Software Market Size (Volume and Value) Forecast 2019-2025
9.2 Automated Testing Software Regional Market Trend
9.2.1 North America Automated Testing Software Forecast 2019-2025
9.2.2 Europe Automated Testing Software Forecast 2019-2025
9.2.3 China Automated Testing Software Forecast 2019-2025
9.2.4 Japan Automated Testing Software Forecast 2019-2025
9.2.5 Southeast Asia Automated Testing Software Forecast 2019-2025
9.2.6 India Automated Testing Software Forecast 2019-2025
9.3 Automated Testing Software Market Trend (Product Type)
9.4 Automated Testing Software Market Trend (Application)
10.1 Marketing Channel
10.1.1 Direct Marketing
10.1.2 Indirect Marketing
10.3 Automated Testing Software Customers

11 Market Dynamics
11.1 Market Trends
11.2 Opportunities
11.3 Market Drivers
11.4 Challenges
11.5 Influence Factors

12 Conclusion

13 Appendix
13.1 Methodology/Research Approach
13.1.1 Research Programs/Design
13.1.2 Market Size Estimation
13.1.3 Market Breakdown and Data Triangulation
13.2 Data Source
13.2.1 Secondary Sources
13.2.2 Primary Sources
13.3 Author List