Middle East and North Africa Data Center Market Analysis and Forecast 2019-2028

Market Report | 2022-09-01 | 110 pages | RationalStat

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Report description:

Middle East and North Africa (MENA) Market Analysis and Forecast 2019-2028
Market Introduction
The Middle East and North Africa (MENA) data center market is expected to grow with a robust CAGR of more than 20% during the period 2022-2028. The growth is fueled by the COVID-19 outbreak which has strongly surged the demand for cloud computing services during 2020 by the majority of the industry verticals. Moreover, cloud services are cost-effective to organizations which further fuels their adoption rate. A continuous surge in the demand for data storage and processing in the country is expected to accelerate the growth of the data center market.
Increased demand for IT services and communication infrastructure development on the back of 5G deployment are fueling sectoral growth. In the region, there has been a rapid uptake in internet use, and digital transformation initiatives have significantly accelerated over the past couple of years. This has resulted in the widespread adoption of data centers. Moreover, the increasing adoption of cloud computing services is leading to the growth of retail and wholesale colocation services in the region.
Market Segmentation
The Middle East and North Africa (MENA) data centre market is segmented into operating model, ownership, organization, end-user, and region. Based on the operation model, the market is divided into captive, and colocation. On the basis of Captive, the market is divided into Enterprise and Edge. Based on Colocation, the market is segmented into Retail, Wholesale, and Hyperscale. On the basis of Ownership, the market is segmented into Owned, Leased, and Third-party. Based on Organization, the market is divided into Private/SMEs/MNCs and Government/Public Entities. On the basis of End Users, the market is segmented into IT & Telecom, BFSI, Media and Entertainment, Government, Energy & Utilities, Healthcare, Retail, Automotive & Transportation, Logistics, Central/Local Administrative Agencies, and Others (Education, etc.)
Based on region, the market is divided into the Middle East (ME) and North Africa (NA). On the basis of the Middle East, the market is segmented into GCC, Turkey, and the Rest of ME. Based on the Rest of ME, the market is divided into Israel and Iraq. On the basis of North Africa (NA), the market is segmented into Egypt, Morocco, Algeria, and the Rest of North Africa.
Market structure and competitive landscape
The Middle East and North African Data Center market is fragmented in nature with various players operating in the market. Some

of the prominent players that contribute significantly to the MENA Data Center market are IBM Corp., Oracle Corp., KKB Anadolu Veri Merkezi, Turk Telekom International, Microsoft Corp., Telehouse, Equinix Inc., NTT Communication, Amazon.com, Inc., Khazna, Raya Data Center, Orange SA, Ooredoo QPSC, Etisalat Corporation, and Alibaba Group among others.
Product Launches, Mergers & Acquisitions, joint ventures, and R&D activities are key strategies adopted by the players in the Middle East and North African Data Center market. These companies adopt numerous approaches to strengthen their market share and gain a competitive edge over other competitors in the market. Some of the key developments in the Middle East and North African Data Center market include,
- In March 2022, JD Cloud and Inspur Group will launch the ORS3000S liquid-cooled rack server. In comparison to conventional air-cooled rack servers, the server uses cold plate liquid cooling to reduce overall data center power consumption by 45%.
- In 2019, Qualcomm Technologies, Inc. launched an AI-based chip family named Cloud AI 100. The ASIC family comes in a variety of thermal designs and form factor points to make a different use case. This newly launched chip is heightened with refined features of AI to provide better performance for devices.

Table of Contents:

MENA Data Centers Market Analysis and Forecast 2019-2028

Table of Contents

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