

United States Data Center Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The United States Data Center Market will register a CAGR of 8.63% during the forecast period. A data center, often known as a data center, is a structure, a specific area inside a structure, or a collection of structures used to house computer systems and related equipment, such as networking and storage systems.

Key Highlights

The growing adoption of cloud and digital services across various end-user industries further expands the B2B cloud computing service market's scope, hence, for managed data center and colocation service market.

Big data and IoT technology will expand investments in the data center market, as enterprises in the United States are witnessing high data generation across industries, such as IT and telecom, BFSI, healthcare, and government and defense.

Due to increased technology usage and consumer preference for the cloud, which enables access to data from far-flung locations, the need for cloud-based solutions have been rising in the nation. The demand for cloud-based solutions and, consequently, the adoption of cloud-based data centers in the country have been driven by the growing realization among businesses of the importance of saving money and resources by moving their data to the cloud rather than building and maintaining on-premise infrastructure.

However, one of the main barriers in the market under study is data security, which results from increased cyberattacks and natural catastrophes. A significant issue the nation is facing as a result of rising adoption is the energy infrastructure required to deliver uninterrupted cloud and data center services.

Furthermore, with the outbreak of COVID-19, the country had been significantly affected, which had disrupted data center service providers in the region. Moreover, with the nationwide travel ban that was enforced in the country, many organizations adapted to work from home, which increased the data traffic significantly and put tremendous pressure on the data center, coping with the existing capacities to prevent downtime.

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US Data Center Market Trends

High Adoption of Cloud Data Center

A cloud data center is a logical software abstraction of a physical data center that provides cloud infrastructure components to business enterprises, including servers, storage clusters, and other networking components.

High-speed internet is available in the cloud servers' data centers, enabling seamless user access to the cloud service. Also, to solve the latency problem, data centers are constructed worldwide. United States data center companies provide a wide range of services to meet the various demands of users. As an illustration, several companies offer enterprise cloud, a collection of data center resources reserved for a particular customer or business. Contrarily, the public cloud allows other users to share the same cloud resources.

Additionally, since data centers are used more frequently, there has been a rise in the use of mega and cloud data centers in the area. These data centers need much power for peak data-intensive activities, which raises the demand for UPS and PDUs. As a result of the high processing power needed for cloud computing, which provides advantages including improved scalability, efficiency, and flexibility of corporate operations, many medium-sized businesses now have efficient data centers, such as colocation and cloud web hosting data centers.

Due to the widespread use of cloud services and the economic disruption caused by COVID-19, the demand for data centers dramatically expanded over the last two to three years. According to survey findings presented in the Cloud Infrastructure Report of last year, 64% of respondents anticipate being entirely in the public cloud within the next five years, while 57% reported that more than half of their infrastructure is already in the cloud.

BFSI Expected to Account for Significant Growth

The high growth of electronic banking, digital storage, and virtualization in the BFSI sector is expected to increase the demand for cost-effective and energy-efficient data center solutions. As it ensures the reliable and continuous availability of IT and digital banking services in a highly secure manner, it can also secure and encrypt all device communications and control user access to guard against errors and malicious intents.

Moreover, the banking industry is expected to witness significant adoption of data centers owing to the increasing adoption of digital and mobile banking initiatives. Also, the adoption of blockchain technology in the industry and mobile payments are factors fueling the demand for data centers in the industry across the region.?

Further, the advancement in digitization, such as the advent of PSD2 and strong e-commerce growth, is expected to pave the way for the developing many new payment methods. The increasing number of payment options, such as Apple Pay, Google Pay, RatePAY, Amazon Pay, Skrill, and Kwitt, among others, are likely to fuel the growth of digital payments.

Owing to the global disruption caused by COVID-19, the adoption of digital banking solutions is expected to further push the adoption of technologies like containerization, cloud computing, microservices, and APIs, along with blockchain. Hence, the banking and financial industry is expected to provide several opportunities for the growth of data centers across the country.

US Data Center Market Competitor Analysis

The United States Data Center Market is fragmented in that key vendors are utilising inorganic growth techniques, such as mergers and acquisitions and strategic partnerships, to increase their market share.

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In February 2022, Cisco has announced and introduced new equipment to power hybrid work with enhanced network capabilities for data center applications. Wi-Fi 6E (Catalyst 9136 and Meraki MR57), Cisco Private 5G, Catalyst 9000X switches, and Cisco Silicon One to the new Catalyst 9500X and 9600X switches were all announced by the firm.

Additional Benefits:

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

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