Data Center Solutions Market by Offering (Hardware, Software, Services), Data Center Type (Enterprise Data Center, Cloud Data Center, Colocation Data Center), Tier Type, Data Center Size, Vertical and Region - Global Forecast to 2028

Market Report | 2024-01-24 | 361 pages | MarketsandMarkets

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Report description:

The data center solutions market is expected to grow from USD 338.8 billion in 2023 to USD 591.7 billion by 2028 at a Compound Annual Growth Rate (CAGR) of 11.8% during the forecast period. The rapid growth of AI and ML workloads and the cloud computing revolution will drive the demand for the data center solutions market. Scalability and flexibility issues are significant challenges for the growth of the data center solutions market.
"As per the hardware, the cooling modules segment is expected to grow at the highest CAGR during the forecast period. "
Cooling modules are an integral component within the hardware segment of data center solutions, focused on managing and maintaining optimal operating temperatures for IT equipment. Adequate cooling is crucial for preventing overheating, ensuring hardware reliability, and maximizing the overall efficiency of data center operations. These modules encompass a range of technologies and systems designed to dissipate heat generated by IT infrastructure and maintain a conducive environment for electronic components. One key element of cooling modules is precision air conditioning systems. These systems provide targeted cooling to specific areas within the data center, delivering conditioned air to equipment racks and server aisles. Precision air conditioning allows for precise temperature control, ensuring IT equipment operates within optimal temperature ranges.
"As per data center type, the enterprise data center will hold the largest market share in 2023. "
Enterprise data centers provide complete control over data privacy and security. However, this also means that organizations must implement and maintain all security measures. Building and maintaining an enterprise data center involves significant capital expenditures for land, building construction, equipment, and ongoing operational costs. An onsite data center needs a reliable power supply and cooling system, an extensive network, a security system, and others, which can be tedious to support in-house, especially for SMEs.

As per region, Europe is anticipated to witness the second-largest market share during the forecast period.
Europe's data center solutions market is marked by a dynamic landscape with increasing demand for advanced, scalable, and energy-efficient infrastructure. As a hub for technological innovation, Europe experiences substantial growth in data center investments to meet the evolving requirements of businesses and consumers. Key countries such as the United Kingdom, Germany, France, and the Netherlands significantly contribute to the region's data center market. Europe is witnessing a shift towards sustainable, green data center practices driven by environmental concerns and regulatory initiatives. There is a growing emphasis on utilizing renewable energy sources and implementing energy-efficient technologies to reduce the environmental impact of data center operations.
The breakup of the profiles of the primary participants is as follows:
- By Company: Tier I: 30%, Tier II: 45%, and Tier III: 25%
- By Designation: C-Level Executives: 50%, Director Level: 35%, and Others: 15%
- By Region: North America: 50%, Europe: 30%, Asia Pacific: 15%, Rest of World: 5%

Note: Others include sales managers, marketing managers, and product managers
Note: The rest of the World consists of the Middle East & Africa, and Latin America
Note: Tier 1 companies have revenues of more than USD 100 million; tier 2 companies' revenue ranges from USD 10 million to USD 100 million; and tier 3 companies' revenue is less than 10 million
Source: Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

Some of the significant vendors offering data center solutions across the globe include AWS (US), Microsoft (US), Google (US), Equinix (US), Dell (US), Huawei (China), Digital Realty (US), NTT (Japan), KDDI (Japan), and HPE (US), CyrusOne (US), China Telecom (China), Cyxtera Technologies (US), GDS Holdings (China), CoreSite (US), QTS Data Centers (US), 365 Data Centers (US), Alibaba Cloud (China), Oracle (US), Iron Mountain (US), IBM (US), Schneider Electric (France), RackBank Datacenters (India), Liquidstack (US), DartPoints (US), and Hyperview (US).

Research coverage:
The market study covers the data center solutions market across segments. It aims to estimate the market size and the growth potential of this market across different market segments, such as offering, data center type, data center size, tier type, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.
Reasons to buy this report:

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall data center solutions market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of critical Drivers (Cloud computing revolution, Increasing edge computing trends, Data explosion and analytics, Rapid growth of AI and ML workloads, Expansion of data center capacity, Increasing sustainability and green initiatives); Restraints (High initial investments, Complexity of implementation); Opportunities (Emergence of Generative AI, Growing demand for Edge Data Center-as-a-Service, Increasing demand for hybrid and multi-cloud deployments); and Challenges (Rapid technological advancements, Scalability and flexibility complexities, Security concerns) influencing the growth of the data center solutions market.

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the data center solutions market.

- Market Development: Comprehensive information about lucrative markets - the report analyses the data center solutions market across varied regions.

- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the data center solutions market.

- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like AWS (US), Microsoft (US), Google (US), Equinix (US), and Dell (US), among others, in the data center solutions market.

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