Denmark Data Center Server - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2030

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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Report description:

The Denmark data center server market reached a value of USD 663.7 million in the previous year, and it is further projected to register a CAGR of 3.3% during the forecast period. The increasing demand for cloud computing among small and medium-sized enterprises (SMEs), government regulations for local data security, and growing investment by domestic players are some of the major factors driving the demand for data centers in the country.

Key Highlights
-Under Construction IT Load Capacity: The upcoming IT load capacity of the Denmark data center market is expected to reach more than 300 MW by 2029.
-Under Construction Raised Floor Space: The country's construction of raised floor area is expected to increase above 1.2 million sq. ft by 2029.
-Planned Racks: The country's total number of racks to be installed is expected to reach above 63,800 units by 2029. Copenhagen is expected to house the maximum number of racks by 2029.
-Planned Submarine Cables: There are close to 30 submarine cable systems connecting Denmark, and many are under construction. For instance, in July 2023, The final section of the Viking Link submarine cable was laid in the North Sea and now provides a full electrical connection between the UK and Denmark.

Denmark Data Center Server Market Trends

Blade Servers To Grow At A Faster Pace In Coming Years

- Reduced power consumption and high processing power contribute to the blade servers in data centers.
- Single or multiple server blades can be inserted or removed without distressing another running system. It reduces hardware costs, which is likely to entice industry players to adopt the technology, thereby fueling market growth. Additionally, each server blade does not consist of a distinct infrastructure and chassis, owing to which the product is relatively cheaper as compared to other solutions.
- To cater to end-user needs, the top companies are focusing on blade servers in data centers. The growing adoption of technologies such as cloud computing, artificial intelligence (AI), and IT services by businesses is propelling the use of servers in data centers.
- In the coming future, the evolution of healthcare will focus on the reengineering of clinical care and operations around digital health and the pervasive, real-time use of data and advanced analytics to achieve these goals. Such achievements would require a large amount of data to be stored, which would drive the need for data center blade servers over the forecast period.

IT & Telecommunication Is The Largest Market In The Country

- Denmark ranks first in terms of security with a score of 9.69/10, with few cyberattacks and a high level of online privacy. The quality of the supporting infrastructure, such as availability, is also excellent. The primacy of land, or water, is also an important factor in land primacy. Support infrastructure scored 9.4 out of 10.
- The increased absorption is caused by end customers using racks and servers, including cloud, e-commerce, BFSI, telecom, and other businesses. For instance, Denmark is a significant e-commerce market in Europe in terms of Internet penetration, the proportion of people that use it, and average spending (USD 3,000 on online shopping). E-commerce sales in Denmark increased from USD 16.54 billion (EUR 15.5 billion) in 2017 to USD 27.5 billion in 2021. Increased data management and storage will, therefore, necessitate the usage of more servers, raising the absorption rate.
- The need for cloud solutions continues to grow in Denmark, and the demand for cloud-based data protection and backup solutions is expected to get more robust. In June 2022, Keepit, a cloud backup service with headquarters in Copenhagen, raised USD 22.5 million in debt financing from Silicon Valley Bank (SVB) in association with Vaekstfonden. The platform will use the additional cash to build its SaaS data security platform while developing new products and expanding internationally.
- Google's new data center location, Fredericia, is located in the southeast of Jutland, making it ideal for connecting to HAVFRUE. The company claims the site will be carbon neutral from the start, as electricity consumption is offset by investments in five solar parks in Denmark with a capacity of 160 MW. Thus, the growth in DC facilities in Denmark would increase the demand for servers in the forecast period.

Denmark Data Center Server Industry Overview

The Denmark data center server market is moderately competitive and has gained a competitive edge in recent years. In terms of market share, a few major players, such as Dell Inc., International Business Machines (IBM) Corporation, Hewlett Packard Enterprise (HPE), Lenovo Group Limited, and Cisco Systems Inc., currently dominate the market.

In August 2023, Dell, Intel, and VMware offered an updated ReadyNode infrastructure solution called vSAN 8.0 with Express Storage Architecture (ESA). This release includes performance and efficiency improvements to meet customers' evolving data center needs.

In August 2023, Hewlett Packard Enterprise announced that global IT services provider phoenixNAP is expanding its bare metal cloud platform with cloud-native HPE ProLiant RL300 Gen11 servers powered by energy-efficient processors from Ampere

Computing.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION
1.1 Study Assumption & Market Definition
1.2 Scope of the Study

2 Research Methodology

3 Executive Summary

4 Market Dynamics
4.1 Market Overview
4.2 Market Drivers
4.2.1 Increasing Number of Smartpone Users
4.2.2 Fiber Connectivity Network Expansion
4.3 Market Restraints
4.3.1 Increasing number of Data Security Breaches
4.4 Value Chain / Supply Chain Analysis
4.5 Industry Attractiveness - Porter's Five Forces Analysis
4.5.1 Threat of New Entrants
4.5.2 Bargaining Power of Buyers/Consumers
4.5.3 Bargaining Power of Suppliers
4.5.4 Threat of Substitute Products
4.5.5 Intensity of Competitive Rivalry
4.6 Assessment of COVID-19 Impact

5 MARKET SEGMENTATION
5.1 Form Factor
5.1.1 Blade Server
5.1.2 Rack Server
5.1.3 Tower Server
5.2 End-User
5.2.1 IT & Telecommunication
5.2.2 BFSI
5.2.3 Government
5.2.4 Media & Entertainment
5.2.5 Other End-User

6 COMPETITIVE LANDSCAPE
6.1 Company Profiles
6.1.1 Dell Inc.

6.1.2 Hewlett Packard Enterprise

6.1.3 International Business Machines (IBM) Corporation
6.1.4 Lenovo Group Limited
6.1.5 Cisco Systems Inc.
6.1.6 Kingston Technology Company Inc.
6.1.7 Quanta Computer Inc.
6.1.8 Super Micro Computer Inc.
6.1.9 Huawei Technologies Co. Ltd.

6.1.10 Inspur Group

7 INVESTMENT ANALYSIS

8 MARKET OPPORTUNITIES AND FUTURE TRENDS

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