

## **Desktop Virtualization - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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### **Report description:**

The Desktop Virtualization Market size is estimated at USD 1.46 billion in 2024, and is expected to reach USD 2.55 billion by 2029, growing at a CAGR of 11.79% during the forecast period (2024-2029).

Desktop virtualization is also a one of key component of digital workspace Virtual desktop workload running on desktop virtualization servers, which are typically run on virtual machines, either on premises or in the public cloud, is also a key component of digital workspace.

#### Key Highlights

- In light of the intense Digital Transformation that is already being played out in the Retail Sector, it can be expected that brick and mortar retailers will ramp up their store operations, improve profitability, increase online sales by investing in e commerce and customer engagement. IT technologies, like Desktop virtualization, have been mainly adopted by large retailers and hypermarkets with multiple stores across regions.
- Virtual desktops enable remote workers to have seamless access to enterprise data and productivity applications. There is a marked change of attitude among consumers within the retailing sector. With the increased use of contactless retail transactions, things are moving in that direction.
- At every critical stage of the transaction, Data as a Service enables remote employees to communicate and keep in touch with their customers. As far as service providers are concerned, enterprises adopting the DaaS model of desktop virtualization have a lot of choice.
- However, the market growth has been hindered by problems in performance and compatibility as well as expensive implementation and subscription costs for desktop virtualisation platforms.
- The Desktop Virtualization market in retail was positively affected by the COVID-19 pandemic and showcased a positive growth

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rate during the period, owing to dramatically increased digital penetration during the period of COVID-19-induced lockdowns and stringent social distancing policies, which further fueled the demand for remote operational tools such as desktop virtualization tools, which contributed towards the growth of the Desktop Virtualization solutions market during the period.

## Desktop Virtualization Market Trends

### Hosted Virtual Desktop Accounts for Significant Market Share

- HVD is used to connect applications to the data stored on remote servers. The (cloud) service provider is responsible for data storage, backup, upgrade, and security. In recent years, virtual desktops have become an integral part of omnichannel strategies in the retail sector.
- Features, such as high availability and power optimization are quite common, the across cloud-based products and services available in the market.
- With the HVD system, employees can be given more flexibility in and out of their work places without having to sacrifice security. In addition, the security, management and compliance of different operating systems and desktop environments have improved.
- Further, for retailers committing to cloud-first strategies, Windows Virtual Desktop (WVD) is the perfect opportunity to embrace that modern workspace. WVD takes a step further by providing a fullfat Windows 10 and Office 365 experience to all users within an organization, while traditional remote desktop services have enabled companies to streamline the management and resources of their desktops. WVD has eliminated the task of managing a number of virtual machines and hosting pools, since many retailers have been using Microsoft Azure to provide their virtual desktop infrastructure.
- Competitors are focusing on, for instance, increasing the capabilities of performance monitoring to improve client experience with device operation and identifying integration into VDI converged or hyperconverged infrastructure platforms as they integrate Virtual Desktop Infrastructure With their Cloud Workspace.

### North America is Expected to Hold Major Share

- North America has been an early leader in adopting desktop virtualization solutions on the market as of the increasing adoption of social media, mobile technology, advanced analytic tools, cloud computing, and the Internet of Things (IoT) throughout a wide range of sectors such as manufacturing, retail, etc.
- Furthermore, the region has a key position in the virtualization software vendor market that contributes to its growth. Some include VMware Inc., Citrix Systems, Oracle Corporation, and SolarWinds Corporation.
- Remote employees can easily access business data and productivity applications with virtual desktops. There's been a significant change in consumer behavior throughout the region regarding retailing. As well as the need for a solution that facilitates quicker checkouts reduces capital expenditure, and optimizes employee productivity, there has been an increasing trend toward contactless retail transactions.
- Given that digital transformation is arguably at its most fierce within the retail sector, brick-and-mortar stores are likely to focus on boosting store performance, increasing profitability, and driving online sales through investment in e-commerce and customer engagement. Major retailers and hypermarkets with several regional stores have adopted IT technologies such as desktop virtualization.
- Moreover, before carrying out other attacks, hackers increasingly use mobile emulators to make them appear more legitimate. To prevent this threat, desktop virtualization is increasingly used in retail across the region.

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## Desktop Virtualization Industry Overview

The Desktop Virtualization Market in Retail is quite fragmented due to the presence of many players. Some key players in the market include Citrix Systems Inc., Toshiba Corporation, Red Hat Inc. (IBM Corporation), Huawei Technologies Co. Ltd, Microsoft Corporation etc. Technological advancements in the market also bring sustainable competitive advantage to the companies. The market is also witnessing various partnerships and mergers.

- July 2023 - Citrix Systems Inc has announced expanded capabilities for its cloud and on-premises solutions for the hybrid world. As part of this expansion, Desktop-as-a-Service (DaaS) and virtual desktop infrastructure (VDI) offerings are now combined in a Citrix Universal subscription.

- August 2022 - VMware Inc and IBM has announced an expanded partnership to offer partners and global clients modernize mission-critical workloads and expedite time-to-value in hybrid cloud environments, where Addressing the costs, complexity and risks associated with cloud migration and updating mission critical workloads will be a matter for IBM and VMware to help clients in regulated industries like banking, retail, healthcare and government

### Additional Benefits:

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

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