

## **US Data Center Rack - 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 United States data center rack market reached a volume of 1.8 million units in the previous year, and it is further projected to register a CAGR of 14.0% during the forecast period. The increasing demand for cloud computing among 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.

**Under Construction IT Load Capacity:** The upcoming IT load capacity of the United States data center rack market is expected to reach 24,000 MW by 2029.

**Under Construction Raised Floor Space:** The country's construction of raised floor area is expected to increase to 80 million sq. ft by 2029.

**Planned Racks:** The country's total number of racks to be installed is expected to reach over 4 million units by 2029. Northern Virginia is expected to house the maximum number of racks by 2029.

**Planned Submarine Cables:** There are more than 80 submarine cable systems connecting the United States, and many are under construction.

US Data Center Rack Market Trends

Cloud segment to hold major share in the market

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- The COVID-19 pandemic impacted the economic impact of early entrants on digital transformation by offering digital products and services or by using digital processes, more than their competitors engaged in digital transformation.
- Of U.S. corporate infrastructure decision-makers, 94% have at least one cloud deployment, with hybrid or multi-cloud solutions more common. Nearly 74% of U.S. infrastructure decision-makers say their organizations are adopting containers as a platform as a service (PaaS) in on-premises or public cloud environments. Clouds are expected to increase significantly.
- U.S. cloud providers include AWS, Microsoft, and Google; among enterprise infrastructure decision-makers who use at least one type of cloud deployment, 94% use at least one type of cloud deployment, with the majority being hybrid or multi-cloud.
- In the United States, cloud storage is growing due to the growing demand for cost-effective data backup, storage, and backup in every business and the need to manage the data generated by the increasing use of mobile phones.
- With the rise of the digital economy and increased internet usage in the United States, the need for data storage and processing has increased. The proliferation of hybrid cloud service providers has increased demand for colocation services and increased rack utilization.

Full rack segment to hold major share in the market

- In the United States, full racks occupy a large market share due to the growing space shortage among various companies.
- The growing use of IoT platforms in various sectors such as manufacturing, agriculture, and cities has increased data consumption, driving demand for full-rack data centers in the United States.
- Additionally, with the advent of 5G and the increasing use of smartphones, we need to ensure adequate speed availability. As a result, the country has adopted cloud computing, increased the number of Internet users, and adopted fiber optic technology. With the introduction of such technologies and the increase in data usage, the use of full-rack data centers is increasing in the country.
- By 2023, approximately 92% of the US population will likely use the Internet, up from approximately 75% in 2012. The United States was one of the world's largest online markets, with approximately 299 million internet users in the country in 2022. This equates to increased data storage in a full-rack data center.
- Initially, the focus was limited to rack space within the data center. Only size and cost were considered in the deployment. Nonetheless, data center rack space utilization is expected to continue to grow as users grow in various industries, such as online banking, telecommunications, media, entertainment, and other high-density applications.

## US Data Center Rack Industry Overview

The United States Data center racks market is relatively low in terms of competition and has a few players in the market, such as Eaton Corporation, Black Box Corporation, Rittal GMBH & Co.KG, Schneider Electric SE, and Vertiv Group Corp. These major players focus on expanding their customer base in the country. These companies leverage strategic collaborative initiatives to increase their market share and profitability. The increase in the data center construction corresponds to increasing demand for the number of racks in the data centers.

In April 2022, Rittal announced a U.S. partnership with TD SYNEX. Through the partnership, Rittal distributed IT rack enclosures, solutions, and accessories to information technology (IT) customers through TD SYNEX.

In February 2023, The expansion of Souther Telecom to its data center in Atlanta, Georgia, at 345 Courtland Street, was announced by H5 Data Centers, a colocation and wholesale data center operator. One of the top communication service providers in the southeast is Southern Telecom. Customers in Alabama, Georgia, Florida, and Mississippi will likely receive better service

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due to the expansion of this low-latency fiber optic network.

**Additional Benefits:**

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

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