Data Processing and Hosting Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Data Processing and Hosting Services Market is expected to register a CAGR of 4.2% during the forecast period.

Key Highlights
- The rapid digital transformation of various end-user industries worldwide as consumers increasingly play online video games, shop online, communicate via online-based messenger services, and stream content online. This trend is expected to increase demand for data processing and hosting services to analyze the increasingly complex, growing volume of collected data for helpful business insights.
- Businesses across emerging markets have increasingly outsourced their IT infrastructure needs, benefiting hosting operators and driving market demand further. In addition, the growing demand from companies such as retail for online presence is causing the condition for hosting services.
- Further, the data value in an organization is significant since it enhances operational excellence and allows for quick access to information. Using additional staffing to handle data processing is expensive for small or large organizations; thus, organizations rapidly outsource data processing services for efficient business insights and outcomes. Such a trend further drives the studied market.
- The significant data analytics deployment also elevated the stakes for successful data preparation from many sources utilizing multiple data analysis techniques, thereby maintaining substantial ROI cleaning, combining, and transforming unstructured data. Though Artificial intelligence (AI) may have familiarized big data, applications such as the internet of things (IoT) are taking it to the next level. The need to analyze large datasets to develop insights and increase internet traffic is increasing the demand for data processing and hosting services.
- The COVID-19 pandemic spurred cloud services adoption across all industries as they rapidly pivoted to support remote work and collaboration. According to Verizon, video game usage during peak hours had shot up by approximately 75% a week after the

quarantine was imposed. These surges for entertainment options have left many ISPs globally unable to cope with the increased traffic, directing the need for the market studied.

Data Processing and Hosting Service Market Trends

Web Hosting is Gaining Traction Due to Emergence of Cloud-based Platform

- Web hosting services are gaining traction to cater to the rising demand from the client requirement that is suitable as per the selected web hosting service. In addition, the growing cloud services adoption in organizations is also creating opportunities for the web hosting segment over the forecast period.
- The cloud emergence is monumental in modernizing data management and hosting services. It is a cost-effective method for companies to take advantage of modern technology and architecture without the enormous upfront cost of purchasing, installing, and configuring the required hardware, software, and infrastructure.
- Also, the large enterprises were able to adapt to an evolving data-driven marketplace very quickly, with the help of their existing resources and capabilities to manage them very effectively. Further, SMBs worldwide also witness a growing demand for cloud-based hosting services, which is expected to drive the web hosting segment over the forecast period. For instance, according to Digital Ocean, in 2021, 74% of enterprises indicated using cloud hosting/infrastructure services. Moreover, 66% of tech-based SMBs and 44% of traditional SMBs indicated using cloud hosting services.
- The substantial presence of BFSI across the emerging regions of North America, Asia Pacific, and Europe have significantly driven an increased digital services penetration. It generates massive demand for analyzing enormous data generated through multiple data processing techniques, thereby fueling the market demand during the forecast period.

Asia Pacific to Register as the Largest Growth During the Forecast Period

- The Asia-Pacific region is expected to witness significant growth over the forecast period, owing to the region's high percentage of the World Internet Population and rapid shift towards cloud services by large organizations and SMEs. Besides international market vendors like IBM and Amazon setting up in the region, some homegrown giants like Huawei Investment & Holding Company are transforming the IT landscape.
- Further, the growing digitalization in every industry across countries like China, Japan, and India will significantly drive the demand for data processing and hosting services. Due to constantly evolving technology and the relatively low additional cost of most new services, many end-user industries frequently upgrade their existing services and offer new ones to attract or retain customers.
- Strong government backing and substantial private sector investments are boosting the cloud computing industry's growth. The South Korean government deployed cloud computing technologies to improve its e-government services, banking on the country's super-fast internet connectivity and stable LTE availability. It is expected to positively contribute to the market's growth over the forecast period.
- Additionally, the region is expected to witness growth, owing to small and medium organizations' investments. SMEs are investing to increase the adoption of cloud-based and technologically advanced solutions. For instance, according to recent data from the Ministry of Micro, Small, and Medium Enterprises, India includes 50 million MSMEs, making it among the world's largest MSMEs. Given that the government and MSMEs are relying on scalable IT systems and solutions, it is understandable that they shift their processes and sensitive information to the cloud, thus significantly driving the market's growth.

Data Processing and Hosting Service Industry Overview

The Data Processing and Hosting Services Market is moderately competitive and consists of major players such as GoDaddy Operating Company LLC., Bluehost (Endurance International Group), HostGator.com LLC, Hostinger International, Ltd., and Amazon Web Services Inc. Some of the players currently dominate the market in terms of market share. However, with the advancement in hosting solutions across professional services, new players are increasing their market presence, thereby expanding their business footprint across emerging economies.

- November 2022 - Teradata and Vicinity announced a partnership to help companies create a single, available dataset for operational efficiency and diverse and dispersed data for business insight. The combined solution offers increased speed, performance, and deployment flexibility across distances, lowering costs by reducing data management expenses and increasing the efficiency of the world's leading global enterprises across multi-location, multi-cloud and hybrid environments.
- October 2022 - Hostinger launched a next-generation web hosting solution nodes cluster for APIs and helper systems to provide a better performance in a simplified format keeping the cost low and making the solution available for all customers that is resilient to scaling, hardware failure, and maintenance time, reducing the time needed for website response.

Additional Benefits:

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

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