Philippines Data Center Storage Market Size Analysis Report - Market Share, Forecast Trends and Outlook (2025-2034)

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Report description:

The Philippines data center storage market size reached around USD 559.44 Million in 2024. The market is projected to grow at a CAGR of 6.50% between 2025 and 2034 to reach nearly USD 1050.15 Million by 2034.

Philippines Data Center Storage Market Growth

Data center storage refers to the collective systems, processes, hardware, and software that is used for storing, managing, and distributing large quantities of digital information within a centralised computing environment. It also involves a policy framework meant for the effective management and retrieval of stored data. With the emergence of Philippines as a key hub for data center investments, the demand for new storage technologies is expected to surge significantly. Moreover, the rising adoption of novel technologies by the media and entertainment, government, and the BFSI industries in the Philippines is expected to drive the Philippines data center storage market expansion over the forecast period.

Key Trends and Developments

Emergence of next-generation storage solutions; increasing appeal for cloud storage services; shift towards storage virtualisation; and sustained demand for Storage Area Network (SAN) are trends impacting the Philippines data center storage market value.

May 15, 2024

With the introduction of the HPE GreenLake for Block Storage, Hewlett Packard Enterprise acquired a leading position in the market for hybrid cloud AIOps-based storage solutions.

April 23, 2024

Hitachi Vantara launched a new series of Virtual Storage Platform One products that aim at simplifying the infrastructure for various mission-critical applications. This is expected to facilitate the Philippines data center storage market growth over the forecast period.

Emergence of next-generation storage solutions

All-flash arrays are high-speed storage systems which replace traditional HDDs with solid-state drives, thereby providing low latency rates and superior performance.

Increasing popularity of versatile hard disk drives

Nearly 80% of the data handled by large data centers is stored on hard disk drives. This can be attributed to their high degree of reliability and cost-effectiveness for data storage. They are compatible with numerous systems and applications and can be seamlessly integrated into the existing infrastructure. This is expected to fuel the Philippines data center storage market development.

Increasing appeal for cloud storage services

This is due to the increased flexibility and reliability of storage services guaranteed by infrastructure-as-a-service providers.

Sustained demand for Storage Area Network (SAN)

SANs provide high-speed connectivity, low latency, and fast rate of data transfer, due to their reliance on Fibre Channel technology. They can also remove/add storage devices easily, thereby enhancing scalability. This is expected to facilitate the Philippines data center storage market expansion.

Shift towards storage virtualisation

It allows for greater effectiveness in the allocation, utilisation, and management of storage space, while enhancing scalability and flexibility of storage resources.

Philippines Data Center Storage Market Trends

Next-generation data center storage solutions such as scale-out file systems and software-defined storage are expected to facilitate the market growth. Using Heat-Assisted Magnetic Recording, data center operators can increase the data storage capacity of hard disk drives by raising its magnetic recording density. Moreover, the development of hyper-converged infrastructure is also expected to contribute to Philippines data center storage market growth.

Cloud storage services permit users to pay for the space they use, while allowing them to deprovision (and provision) storage instantaneously. It enables them to store and retrieve any data from anywhere on demand, thereby enhancing flexibility and accessibility. Globally, over 60% of all corporate data is stored on cloud, indicating its relevance to the modern world. Multiple backups and encryptions ensure that data stored on cloud remains safe, which is expected to have a positive impact on market growth.

Philippines Data Center Storage Industry Segmentation

The Expert Market Research report titled "Philippines Data Center Storage Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Storage Technology:

- Network Attached Storage (NAS)
- Storage Area Network (SAN)
- Direct Attached Storage (DAS)
- Others

Market Breakup by Storage Type:

- Traditional Storage
- All-Flash Storage
- Hybrid Storage

Market Breakup by End Use:

- IT and Telecom
- BFSI
- Government
- Media and Entertainment
- Others

Philippines Data Center Storage Market Share

Based on end use, the market is segmented into IT and Telecom, BFSI, government, and media and entertainment, among others. Media and entertainment is projected to dominate the market, representing 8.6% of the overall market share. Over the forecast period, it is expected to grow at a CAGR of 7.4% because of increasing popularity of social media platforms and proliferation of content creators on various channels.

Philippines Data Center Storage Market Leaders

Major players are witnessing a surge in demand for novel storage solutions due to increasing investments in the expansion of existing data center facilities. This is expected to favourably shape the Philippines data center storage market dynamics.

Dell Inc.

Dell Inc. was founded in February 1984 in Texas, United States. It is engaged in the design, development, manufacturing, and distribution of products like SSDs and personal computers, among others.

Fujitsu Ltd.

Fujitsu Ltd. was founded in June 1935 in Kawasaki, Japan. As per Philippines data center storage market analysis, it specialises in the production of various industrial and consumer electronics products.

Intel Corp.

Intel Corp. was founded in July 1968 in California, United States. It is primarily involved in the production of computing devices such as graphic chips, motherboard chipsets, and semiconductor chips.

Oracle Corp.

Oracle Corp. was founded in June 1977 in California, United States. It's an information technology company providing a variety of business-oriented services and products and services such as Oracle Database, among others.

Other players included in Philippines data center storage market report are Lenovo Group Ltd., Seagate Technology Holdings Plc, Kingston Technology Company, Inc., Western Digital Corp., Infortrend Technology Inc., and Sphere 3D Corporation (Overland Storage Inc.), among others.

More Insights On

Vietnam Data Center Storage Market

United States Data Center Storage Market

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