

**Global Cloud Native Storage Market Assessment, By Component [Solutions, Services], By Deployment [Private Cloud, Public Cloud], By End-user [BFSI, Telecom and IT, Healthcare, Retail and Consumer Goods, Manufacturing, Government, Energy and Utilities, Media and Entertainment, Others], Region, Opportunities and Forecast, 2018-2032F**

Market Report | 2025-07-31 | 225 pages | Market Xcel - Markets and Data

**AVAILABLE LICENSES:**

- Single User License \$4800.00
- Multi-User/Corporate Licence \$6000.00
- Custom Research License \$8500.00

**Report description:**

Global cloud native storage market is projected to witness a CAGR of 17.31% during the forecast period 2025-2032, growing from USD 18.73 billion in 2024 to USD 67.18 billion in 2032. Global cloud native storage market is undergoing significant growth because more companies migrate their applications onto the cloud. Cloud native storage enables organizations to manage their data more easily; scale quicker and also helps in reducing expenses. Businesses desire faster storage access that is secure and flexible. This demand is pushing the market forward. Developers are also looking for storage solutions that connect well with other popular cloud native developers such as containers and microservices. As the use of hybrid cloud continues to grow, the importance of cloud native storage solidifies. Additionally, cloud native storage creates an environment for supporting AI development, big data and analytics.

The cloud native storage market is growing rapidly as organizations are transitioning from infrastructure-based resources to container-based and cloud environments. Organizations want storage that is flexible, fast and simple to integrate with modern platforms. As a result, cloud native storage is flexible to accommodate microservices architecture and helps to support proliferating data services. In addition, rapidly growing demand for both secure and cost-effective solutions have led to the cloud native market maturing to manage ever-increasing data complexities and workloads. Organizations in many fields, from financial services and healthcare to energy and retail, are transitioning to cloud native storage platforms for performance, semantic data mobility and automated workflows. This market shift has positioned cloud native storage as an integral aspect of organizations' digital transformation initiatives.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

For instance, in September 2023, the Azure Elastic SAN from Microsoft Corporation introduced new features that included private endpoints and shared volumes. These features contribute to a more secure and integrated cloud-native storage system.

#### Rise in AI and Analytics Workloads Influencing the Global Cloud Native Storage Market

The increasing requirement for AI and data analytics workloads is one of the largest market drivers. The storage systems for AI workloads are I/O intensive, capable of handling large volume datasets and can move large volumes of data in and out quickly. Cloud native storage typically will provide faster access with lower latency and ultimately makes training and running machine learning models much easier to do effectively. In addition, now that there are AI tools that can now integrate data pipelines with your analytic toolset it will be easier to help organizations derive insights from all their data. As AI adoption continues to spread as we head into the new decennial, the demand for flexible and scalable cloud-based storage will only become more pronounced in the future space designed for intelligent workloads.

For instance, in August 2023, Google LLC introduced its new cloud storage products to address AI workloads. These products included Parallelstore, NetApp Volumes and Cloud Storage FUSE. These products facilitate high throughput with low latency and a seamless experience when integrated into AI pipelines.

#### Increase in Unstructured Data Proliferating the Global Cloud Native Storage Market

Another major driver of the market is the rapid growth of unstructured data. Images, video, logs and other user-generated content are all being generated every second around the world and continuously increasing. Organizations need storage systems that can accommodate this growing amount of data effectively. Cloud native storage provides flexibility for companies to store, manage and access this data regardless of where it resides without needing complex hardware. It provides companies with the ability to structure, scale and protect data with no loss in performance. With the growing amount of digital content, the requirement for efficient with scalable, cloud native storage continues to increase (it is especially true in the media sector, education and research).

For instance, in September 2023, Qumulo, Inc. announced the fully cloud-native platform for unstructured data that provided capacity and storage for digital content and fulfilled customer needs for unstructured data. (e.g. images, videos and logs.)

#### Services Segment is Influencing the Global Cloud Native Storage Market

The services segment is expected to register significant growth in the market forward because as demand for managed storage services with integration and support continues to rise. Many organizations find that they require expert support in implementing cloud native solutions. Services involve migration support, configuration, security configuration and performance tuning. These solutions allow organizations to get started quickly and also mitigate the risk of problems. Many providers also offer tailored services that are specific to industries. As companies adapt to the cloud, I see a continued and growing demand for professional services.

For instance, in January 2024, the International Business Machines Corporation (IBM) released the Storage Scale System 6000 for analytics, AI or hybrid cloud workloads, which features on-demand, cloud-scale data platforms. The Storage Scale System 6000 delivers more advanced storage services for enterprise needs.

#### North America is the Leading Region in the Global Cloud Native Storage Market

Due to North America's early adoption of the cloud and favorable IT infrastructure, it is a leader in the cloud native storage market by a healthy margin. North America also has a high investment in digital transformation initiatives which can be enhanced with cloud types of architecture. This is also a region that has a strong line-up of technology providers which allows for changes and rapid innovation. Several enterprise and government entities are trying to leverage a cloud strategy for scalability, cost reductions and assurance of business continuity. The market is seeing an uptick with enterprises adopting cloud-native storage patterns as well as knowing that security and compliance in regard to data storage is critical.

For instance, in April 2024, NetApp, Inc, partnered with Google LLC to offer a flexible enterprise storage solution in the public cloud comfortable being called, NetApp Volumes, to enable you to use dynamically scalable storage in friendly and flexible way for hybrid and AI workloads.

#### Impact of U.S. Tariffs on Global Cloud Native Storage Market

-□ The introduction of U.S. tariffs on hardware and cloud infrastructure components may increase the cost of delivering cloud native storage services. This could result in delays in hardware imports or encourage providers to source products from alternative suppliers which could slow service delivery.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- However, several companies are shifting towards software-defined and virtual storage which will provide less dependence on the physical component. So the long-term implications may drive vendors to innovate and build more cost-effective systems that are more resistant to tariffs.

- There may be increased short-term pricing stress for cloud native storage services and these tariffs will likely be more disruptive to smaller businesses with limited budgets.

#### Key Players Landscape and Outlook

The cloud native storage market is increasingly crowded as new technologies and demand trends are developing. In particular, providers are focusing on increasing storage ease of deployment, management and scaling across hybrid and cloud-native environments. The outlook is strong, especially with increasing focus on AI, automation and data processing at high speed; as companies also look to reduce cloud spending, vendors are pulling together flexible pricing models around efficient storage architectures. Market evolution will be constant, particularly with the considerable demand for storage that is scalable and smartly matched to workload defined by applications in modern cloud-native environments.

For instance, in August 2023, Amazon Web Services, Inc. opened another cloud-region in Tel Aviv to provide secured and scalable cloud-native services that our customers can now take advantage of. The new cloud region continues the regional expansion of cloud infrastructure.

#### Table of Contents:

1. Project Scope and Definitions
2. Research Methodology
3. Impact of U.S. Tariffs
4. Executive Summary
5. Voice of Customers
  - 5.1. Respondent Demographics
  - 5.2. Brand Awareness
  - 5.3. Factors Considered in Purchase Decisions
  - 5.4. Challenges Faced Post Purchase
6. Global Cloud Native Storage Market Outlook, 2018-2032F
  - 6.1. Market Size Analysis & Forecast
    - 6.1.1. By Value
  - 6.2. Market Share Analysis & Forecast
    - 6.2.1. By Component
      - 6.2.1.1. Solutions
      - 6.2.1.2. Services
    - 6.2.2. By Deployment
      - 6.2.2.1. Private Cloud
      - 6.2.2.2. Public Cloud
    - 6.2.3. By End-user
      - 6.2.3.1. BFSI
      - 6.2.3.2. Telecom and IT
      - 6.2.3.3. Healthcare
      - 6.2.3.4. Retail and Consumer Goods
      - 6.2.3.5. Manufacturing
      - 6.2.3.6. Government
      - 6.2.3.7. Energy and Utilities
      - 6.2.3.8. Media and Entertainment
      - 6.2.3.9. Others
    - 6.2.4. By Region

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.2.4.1. North America
- 6.2.4.2. Europe
- 6.2.4.3. Asia-Pacific
- 6.2.4.4. South America
- 6.2.4.5. Middle East and Africa
- 6.2.5. By Company Market Share Analysis (Top 5 Companies and Others - By Value, 2024)
- 6.3. Market Map Analysis, 2024
  - 6.3.1. By Component
  - 6.3.2. By Deployment
  - 6.3.3. By End-user
  - 6.3.4. By Region
- 7. North America Cloud Native Storage Market Outlook, 2018-2032F
  - 7.1. Market Size Analysis & Forecast
    - 7.1.1. By Value
  - 7.2. Market Share Analysis & Forecast
    - 7.2.1. By Component
      - 7.2.1.1. Solutions
      - 7.2.1.2. Services
    - 7.2.2. By Deployment
      - 7.2.2.1. Private Cloud
      - 7.2.2.2. Public Cloud
    - 7.2.3. By End-user
      - 7.2.3.1. BFSI
      - 7.2.3.2. Telecom and IT
      - 7.2.3.3. Healthcare
      - 7.2.3.4. Retail and Consumer Goods
      - 7.2.3.5. Manufacturing
      - 7.2.3.6. Government
      - 7.2.3.7. Energy and Utilities
      - 7.2.3.8. Media and Entertainment
      - 7.2.3.9. Others
    - 7.2.4. By Country
      - 7.2.4.1. United States
      - 7.2.4.2. Canada
      - 7.2.4.3. Mexico
  - 7.3. Country Market Assessment
    - 7.3.1. United States Cloud Native Storage Market Outlook, 2018-2032F
      - 7.3.1.1. Market Size Analysis & Forecast
        - 7.3.1.1.1. By Value
      - 7.3.1.2. Market Share Analysis & Forecast
        - 7.3.1.2.1. By Component
          - 7.3.1.2.1.1. Solutions
          - 7.3.1.2.1.2. Services
        - 7.3.1.2.2. By Deployment
          - 7.3.1.2.2.1. Public Cloud
          - 7.3.1.2.2.2. Private Cloud
        - 7.3.1.2.3. By End-user

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.3.1.2.3.1. BFSI
- 7.3.1.2.3.2. Telecom & IT
- 7.3.1.2.3.3. Healthcare
- 7.3.1.2.3.4. Retail and Consumer Goods
- 7.3.1.2.3.5. Manufacturing
- 7.3.1.2.3.6. Government
- 7.3.1.2.3.7. Energy and Utilities
- 7.3.1.2.3.8. Media and Entertainment
- 7.3.1.2.3.9. Others

\*All segments will be provided for all regions and countries covered

## 8. Europe Cloud Native Storage Market Outlook, 2018-2032F

- 8.1. Germany
- 8.2. France
- 8.3. Italy
- 8.4. United Kingdom
- 8.5. Russia
- 8.6. Netherlands
- 8.7. Spain
- 8.8. Turkey
- 8.9. Poland

## 9. Asia-Pacific Cloud Native Storage Market Outlook, 2018-2032F

- 9.1. India
- 9.2. China
- 9.3. Japan
- 9.4. Australia
- 9.5. Vietnam
- 9.6. South Korea
- 9.7. Indonesia
- 9.8. Philippines

## 10. South America Cloud Native Storage Market Outlook, 2018-2032F

- 10.1. Brazil
- 10.2. Argentina

## 11. Middle East and Africa Cloud Native Storage Market Outlook, 2018-2032F

- 11.1. Saudi Arabia
- 11.2. UAE
- 11.3. South Africa

## 12. Value Chain Analysis

## 13. Porter's Five Forces Analysis

## 14. PESTLE Analysis

## 15. Pricing Analysis

## 16. Market Dynamics

### 16.1. Market Drivers

### 16.2. Market Challenges

## 17. Market Trends and Developments

## 18. Case Studies

## 19. Competitive Landscape

### 19.1. Competition Matrix of Top 5 Market Leaders

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

19.2. SWOT Analysis for Top 5 Players

19.3. Key Players Landscape for Top 10 Market Players

19.3.1. Amazon.com, Inc.

19.3.1.1. Company Details

19.3.1.2. Key Management Personnel

19.3.1.3. Key Products/Services Offered

19.3.1.4. Key Financials (As Reported)

19.3.1.5. Key Market Focus and Geographical Presence

19.3.1.6. Recent Developments/Collaborations/Partnerships/Mergers and Acquisition

19.3.2. Google LLC

19.3.3. VMware, Inc.

19.3.4. Microsoft Corporation

19.3.5. IBM Corporation

19.3.6. NetApp, Inc.

19.3.7. Dell Technologies Inc.

19.3.8. Pure Storage, Inc.

19.3.9. Rackspace Technology, Inc.

19.3.10. Splunk Inc.

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

20. Strategic Recommendations

21. About Us and Disclaimer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Global Cloud Native Storage Market Assessment, By Component [Solutions, Services], By Deployment [Private Cloud, Public Cloud], By End-user [BFSI, Telecom and IT, Healthcare, Retail and Consumer Goods, Manufacturing, Government, Energy and Utilities, Media and Entertainment, Others], Region, Opportunities and Forecast, 2018-2032F**

Market Report | 2025-07-31 | 225 pages | Market Xcel - Markets and Data

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4800.00
	Muti-User/Corporate Licence	\$6000.00
	Custom Research License	\$8500.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Address\*

City\*

Zip Code\*

Country\*

Date

2026-03-31

Signature

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com