

Global Network Attached Storage (NAS) Market - Drive Bay Capacities, Deployment Types and Industry Sectors

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Report description:

Global Network Attached Storage (NAS) Market Trends and Outlook

The global Network Attached Storage (NAS) market is witnessing a significant transformation, evolving from a niche solution to a strategic cornerstone of enterprise IT infrastructure. Valued at US\$33.2 billion in 2024, the market is projected to exceed US\$62.2 billion by 2030, registering a CAGR of 11%. This growth is largely fueled by the explosion of unstructured data, with enterprises across sectors capturing video, sensor, document, and AI-generated workloads that demand scalable and cost-efficient storage systems. As hybrid and multi-cloud strategies become mainstream, NAS solutions are gaining momentum for their ability to seamlessly integrate on-premise and cloud environments, simplify data management, and deliver high-performance file sharing.

Several key trends are shaping the competitive and technology landscape. The adoption of NVMe-based flash arrays is enhancing throughput for latency-sensitive applications, while AI and ML integration into NAS platforms is driving intelligent automation, predictive maintenance, and real-time optimization. Scale-out NAS architectures are on the rise, enabling enterprises to scale horizontally without disruption-particularly vital for industries managing dynamic, data-heavy workloads. Deployment models are rapidly shifting as well, with hybrid and remote NAS solutions outpacing traditional on-premise setups. Meanwhile, cybersecurity, regulatory compliance, and workload-specific performance are becoming central to procurement decisions, leading to innovation across both hardware and software-defined NAS offerings.

Leading players in the global NAS market include NetApp, Dell Technologies, Hewlett Packard Enterprise (HPE), Synology, QNAP, Qumulo, and Nasuni, each offering differentiated solutions across enterprise, SME, and hybrid cloud deployments. These vendors are continuously innovating with AI-integrated, scale-out, and cloud-native NAS platforms to meet the evolving demands of distributed and data-centric organizations.

Network Attached Storage (NAS) Regional Market Analysis

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In 2024, North America accounted for the largest share, contributing approximately 37.3% of global revenues. This dominant position is driven by widespread hybrid cloud adoption, modernization of legacy infrastructure, and strong demand from regulated sectors like finance and healthcare. The Asia-Pacific region is expected to emerge as the fastest-growing market, expanding at a CAGR of 14.1% and reaching US\$18.5 billion by 2030. This exceptional growth is underpinned by rapid digitization across China, India, and Southeast Asia, where enterprises are investing in cloud-integrated and AI-powered NAS solutions to support surging volumes of unstructured data.

Network Attached Storage (NAS) Market Analysis by Drive Bay Capacity

The total market value for Network Attached Storage (NAS) solutions is estimated at US\$33.2 billion in 2024, with systems featuring 1-bay to 8-bay drive capacity forming the largest segment, accounting for 34% of the global market. This dominance is primarily due to strong demand from small and midsize enterprises (SMEs), prosumers, and departmental use cases where cost-efficient, midrange storage with advanced functionality is prioritized. Looking ahead, NAS systems with more than 20-bays are projected to witness the fastest growth, expanding at a CAGR of 13.2% between 2024 and 2030. This surge reflects growing enterprise investment in high-capacity, scale-out NAS for data-intensive workloads such as video production, genomic research, and IoT analytics. These deployments often leverage NVMe-based architectures, advanced tiering, and AI-driven automation to deliver performance at scale. The 12-bay to 20-bay segment is also poised for strong growth, driven by larger midmarket enterprises adopting flexible NAS systems to support growing hybrid workloads.

Network Attached Storage (NAS) Market Analysis by Deployment Type

In 2024, on-premise NAS deployments remain the dominant model with 64.1% of the global market. This leading position is sustained by enterprise demand for full control over storage infrastructure, particularly in regulated industries such as healthcare, finance, and government. High-performance requirements, data sovereignty concerns, and the integration of NAS within private data centers continue to anchor demand in this segment. Meanwhile, hybrid deployments (which combine local NAS with public cloud backends) are emerging as the fastest-growing segment, projected to grow at a CAGR of 12.6% between 2024 and 2030. This rapid growth is being driven by the widespread adoption of hybrid cloud strategies, the need for cloud scalability without sacrificing local performance, and increasing reliance on NAS gateways for seamless data movement across environments. NAS solutions integrated with intelligent caching, cloud-tiering, and ransomware protection are accelerating hybrid uptake across enterprise and midmarket users.

Network Attached Storage (NAS) Market Analysis by Company Type

Large enterprises account for the majority share at 65.5% of total revenues in 2024. This leadership reflects sustained investment in high-performance, scalable storage infrastructure to support complex IT environments, petabyte-scale data volumes, and regulatory-driven compliance. Large enterprises are also increasingly adopting hybrid and software-defined NAS to enhance flexibility across geographically distributed operations. However, the SME segment is expanding at a faster pace, registering a CAGR of 12.1% during 2024-2030. The accelerated growth is driven by increasing awareness of NAS as a cost-effective alternative to traditional storage systems, coupled with the availability of entry-level and midrange appliances from vendors such as Synology, QNAP, and Asustor. SMEs are particularly drawn to NAS solutions that combine backup, file sharing, virtualization, and disaster recovery in a single platform.

Network Attached Storage (NAS) Market Analysis by Industry Sector

IT & Telecom sector emerges as the largest industry segment, generating about 19% of total market revenue in 2024. This dominant share is driven by high-performance storage requirements in data centers, cloud infrastructure management, and telecom network operations. The continuous shift to 5G, edge computing, and AI-powered services is further amplifying demand

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for scalable, high-throughput NAS solutions in this sector. The BFSI sector ranks second, supported by growing investments in data protection, risk analytics, and digital banking infrastructure. With compliance mandates such as PCI DSS and regional data sovereignty laws, financial institutions are turning to NAS platforms that provide encryption, immutable backups, and multi-site replication. Looking ahead, IT & Telecom is projected to remain the largest and fastest-growing vertical at a CAGR of 13.3%, while healthcare will follow, driven by rising volumes of patient data and secure archiving needs.

Network Attached Storage (NAS) Market Report Scope

This global report on Network Attached Storage (NAS) market analyzes the global and regional market based on Drive Bay Capacity, Deployment Type, Company Type and Industry Sector for the period 2021-2030 with forecasts from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Historical Period: 2021-2024

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 30+

Network Attached Storage (NAS) Market by Geographic Region

- North America (The United States, Canada and Mexico)
- Europe (Germany, the United Kingdom, France, Italy, the Netherlands, Spain, Russia, Switzerland and Rest of Europe)
- Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)
- South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)
- Middle East & Africa (the United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

Network Attached Storage (NAS) Market by Drive Bay Capacity

- 1-bay to 8-bays
- 8-bay to 12-bays
- 12-bay to 20-bays
- More than 20 bays

Network Attached Storage (NAS) Market by Deployment Type

- On-Premises
- Remote
- Hybrid

Network Attached Storage (NAS) Market by Company Type

- Large Enterprises
- SMEs

Network Attached Storage (NAS) Market by Industry Sector

- Banking, Financial Services, and Insurance (BFSI)
- IT & Telecom
- Manufacturing

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- o Nasuni
- o NEC Corp.
- o NetApp Inc.
- o Netgear Inc.
- o Promise Technology
- o Pure Storage
- o QNAP Systems Inc.
- o Qumulo
- o Seagate Technology PLC
- o Supermicro Computer Inc.
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