

Cloud Storage Market by Component (Solution and Services), Deployment Type (Private, Public, and Hybrid), User Type (Large Enterprises and Small and Medium Enterprises), and Industry Vertical (BFSI, Government & Public Sector, Healthcare, IT & Telecom, Retail, Manufacturing, Media & Entertainment, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Cloud storage is a complete solution package including software and services that help to manage, maintain, and store data in a virtual environment. Cloud storage enables users, both large and small & medium enterprises to store and access relevant information from data centers via internet. Cloud storage gives additional cost benefits to enterprises, as it does not require any on-premise storage and hardware components. In recent years, cloud storage adoption has reached newer heights, owing to rise in need for advanced data storage, large resource scalability, and data mobility across various industry verticals such as banking, government, manufacturing, telecommunication & IT, retail, and healthcare. Cloud storage solution is delivered through multiple deployment modes such as private, public, and hybrid models.

Rise in demand for low cost data storage and faster data accessibility and increase in cloud adoption across several industry verticals majorly drive the growth of the market. Moreover, factors such as significant shift to hybrid cloud as primary deployment model and rise in concerns of data recovery and protection drive the market growth. However, lack of IT infrastructure in underdeveloped nations and security concerns over cloud storage hinder the market growth. On the contrary, surge in cloud adoption among

SMEs and cloud services as well as increasing awareness of cloud computing benefits are anticipated to offer lucrative opportunities for the market.

The global cloud storage market is segmented into component, deployment mode, user type, and industry vertical. Depending on component, it is bifurcated into solution and services. On the basis of deployment mode, it is classified into private, public, and hybrid. The user type segment includes large enterprises and small & medium size enterprises. By industry vertical, the market is categorized into BFSI, government & public sector, healthcare, IT & telecom, retail, manufacturing, media & entertainment, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the market, which include Alibaba Group Holding Limited, Amazon Web Services, Inc., Cisco Systems, Inc., DELL EMC, Google LLC, Hewlett Packard Enterprise Development LP, IBM Corporation, Microsoft Corporation, Oracle Corporation, and Rackspace Hosting, Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and others, which drive the growth of the global cloud storage market.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the current & future trends of the market to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the global cloud storage market share is provided.

Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the global cloud storage industry.

The quantitative analysis of the market from 2019 to 2027 is provided to determine the global cloud storage market potential.

KEY MARKET SEGMENTS

By Component

Solution

Services

By Deployment Type

Private

Public

Hybrid

By User Type

Large Enterprises

Small and Medium Enterprises

By Industry Vertical

BFSI

Government & Public Sector

Healthcare

IT & Telecom

Retail

Manufacturing

Media & Entertainment

Others

By Region

North America

U.S.

Canada

Europe

Germany

France

UK

Rest of Europe

Asia-Pacific

Japan

China

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Amazon Web Services, Inc.

Alibaba Cloud

Dell Technologies Inc.

Google, Inc.

Hewlett Packard Enterprise Development LP

IBM Corporation

Microsoft Corporation

Oracle Corporation

Rackspace Hosting, Inc.

VMware, Inc.

Contents

CHAPTER 1:INTRODUCTION

- 1.1.REPORT DESCRIPTION
- 1.2.KEY BENEFITS FOR STAKEHOLDERS
- 1.3.KEY MARKET SEGMENTS
- 1.4.KEY MARKET PLAYERS
- 1.5.RESEARCH METHODOLOGY
 - 1.5.1.Secondary research
 - 1.5.2.Primary research
 - 1.5.3.Analyst tools & models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.KEY FINDINGS
 - 2.1.1.Top impacting factors
 - 2.1.2.Top investment pockets
- 2.2.CXO PERSPECTIVE

CHAPTER 3:MARKET OVERVIEW

- 3.1.MARKET DEFINITION AND SCOPE
- 3.2.KEY FORCES SHAPING THE GLOBAL CLOUD STORAGE MARKET
 - 3.2.1.Moderate -To-High bargaining power of suppliers
 - 3.2.2.Moderate bargaining power of buyers
 - 3.2.3.Low-to-Moderate threat of substitutes
 - 3.2.4.Low-to-Moderate threat of new entrants
 - 3.2.5.Moderate -to-high competitive rivalry
- 3.3.MARKET DYNAMICS
 - 3.3.1.Drivers
 - 3.3.1.1.Growing demand for low cost data storage and faster data accessibility
 - 3.3.1.2.Increase in cloud adoption across several industry verticals
 - 3.3.1.3.Growing concerns of data recovery and protection
 - 3.3.2.Restraints
 - 3.3.2.1.Security concerns over cloud storage
 - 3.3.3.Opportunities
 - 3.3.3.1.Significant cloud adoption among SMEs
- 3.4.INDUSTRY ROADMAP OF CLOUD STORAGE

3.5.PATENT ANALYSIS

3.5.1.By region (2010-2019)

3.5.2.By applicant

3.6.CASE STUDIES

3.6.1.Carrier opt for AWS as its preferred cloud provider to drive digital transformation

3.6.2.Broad Institute replaced its in-house genome sequence analysis computers and storage with Google Cloud Platform

3.7.IMPACT OF GOVERNMENT REGULATIONS ON THE GLOBAL CLOUD STORAGE MARKET

3.7.1.Regulations in Canada:

3.7.2.Regulations in U.S.

3.7.3.Regulations in Europe

3.7.4.Regulations in Asia Pacific

CHAPTER 4:CLOUD STORAGE MARKET, BY COMPONENT

4.1.OVERVIEW

4.2.SOLUTION

4.2.1.Key market trends, growth factors, and opportunities

4.2.2.Market size and forecast, by region

4.2.3.Market analysis, by country

4.3.SERVICES

4.3.1.Key market trends, growth factors, and opportunities

4.3.2.Market size and forecast, by region

4.3.3.Market analysis, by country

CHAPTER 5:CLOUD STORAGE MARKET, BY DEPLOYMENT TYPE

5.1.OVERVIEW

5.2.PRIVATE

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast, by region

5.2.3.Market analysis, by country

5.3.PUBLIC

5.3.1.Key market trends, growth factors, and opportunities

5.3.2.Market size and forecast, by region

5.3.3.Market analysis, by country

5.4.HYBRID

5.4.1.Key market trends, growth factors, and opportunities

5.4.2. Market size and forecast, by region

5.4.3. Market analysis, by country

CHAPTER 6: CLOUD STORAGE MARKET, BY USER TYPE

6.1. OVERVIEW

6.2. LARGE ENTERPRISES

6.2.1. Key market trends, growth factors, and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market analysis, by country

6.3. SMALL & MEDIUM ENTERPRISES

6.3.1. Key market trends, growth factors, and opportunities

6.3.2. Market size and forecast, by region

6.3.3. Market analysis, by country

CHAPTER 7: CLOUD STORAGE MARKET, BY INDUSTRY VERTICAL

7.1. OVERVIEW

7.2. BFSI

7.2.1. Key market trends, growth factors, and opportunities

7.2.2. Market size and forecast, by region

7.2.3. Market analysis, by country

7.3. GOVERNMENT & PUBLIC SECTOR

7.3.1. Key market trends, growth factors, and opportunities

7.3.2. Market size and forecast, by region

7.3.3. Market analysis, by country

7.4. HEALTHCARE

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by region

7.4.3. Market analysis, by country

7.5. IT & TELECOM

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast, by region

7.5.3. Market analysis, by country

7.6. RETAIL

7.6.1. Key market trends, growth factors, and opportunities

7.6.2. Market size and forecast, by region

7.6.3. Market analysis, by country

7.7. MANUFACTURING

7.7.1.Key market trends, growth factors, and opportunities

7.7.2.Market size and forecast, by region

7.7.3.Market analysis, by country

7.8.MEDIA & ENTERTAINMENT

7.8.1.Key market trends, growth factors, and opportunities

7.8.2.Market size and forecast, by region

7.8.3.Market analysis, by country

7.9.OTHERS

7.9.1.Key market trends, growth factors, and opportunities

7.9.2.Market size and forecast, by region

7.9.3.Market analysis, by country

CHAPTER 8: CLOUD STORAGE MARKET, BY REGION

8.1.OVERVIEW

8.1.1.Market size and forecast, by region

8.2.NORTH AMERICA

8.2.1.Key market trends, growth factors, and opportunities

8.2.2.Market size and forecast, by component

8.2.3.Market size and forecast, by deployment type

8.2.4.Market size and forecast, by user type

8.2.5.Market size and forecast, by industry vertical

8.2.6.Market analysis, by country

8.2.6.1.U.S.

8.2.6.1.1.Market size and forecast, by Component

8.2.6.1.2.Market size and forecast, by deployment type

8.2.6.1.3.Market size and forecast, by user type

8.2.6.1.4.Market size and forecast, by industry vertical

8.2.6.2.Canada

8.2.6.2.1.Market size and forecast, by component

8.2.6.2.2.Market size and forecast, by deployment type

8.2.6.2.3.Market size and forecast, by user type

8.2.6.2.4.Market size and forecast, by industry vertical

8.3.EUROPE

8.3.1.Key market trends, growth factors, and opportunities

8.3.2.Market size and forecast, by component

8.3.3.Market size and forecast, by deployment type

8.3.4.Market size and forecast, by user type

8.3.5.Market size and forecast, by industry vertical

8.3.6. Market analysis, by country

8.3.6.1. Germany

8.3.6.1.1. Market size and forecast, by component

8.3.6.1.2. Market size and forecast, by deployment type

8.3.6.1.3. Market size and forecast, by user type

8.3.6.1.4. Market size and forecast, by industry vertical

8.3.6.2. UK

8.3.6.2.1. Market size and forecast, by component

8.3.6.2.2. Market size and forecast, by deployment type

8.3.6.2.3. Market size and forecast, by user type

8.3.6.2.4. Market size and forecast, by industry vertical

8.3.6.3. France

8.3.6.3.1. Market size and forecast, by component

8.3.6.3.2. Market size and forecast, by deployment type

8.3.6.3.3. Market size and forecast, by user type

8.3.6.3.4. Market size and forecast, by industry vertical

8.3.6.4. ITALY

8.3.6.4.1. Market size and forecast, by component

8.3.6.4.2. Market size and forecast, by deployment type

8.3.6.4.3. Market size and forecast, by user type

8.3.6.4.4. Market size and forecast, by industry vertical

8.3.6.5. RUSSIA

8.3.6.5.1. Market size and forecast, by component

8.3.6.5.2. Market size and forecast, by deployment type

8.3.6.5.3. Market size and forecast, by user type

8.3.6.5.4. Market size and forecast, by industry vertical

8.3.6.6. Rest of Europe

8.3.6.6.1. Market size and forecast, by component

8.3.6.6.2. Market size and forecast, by deployment type

8.3.6.6.3. Market size and forecast, by user type

8.3.6.6.4. Market size and forecast, by industry vertical

8.4. ASIA-PACIFIC

8.4.1. Key market trends, growth factors, and opportunities

8.4.2. Market size and forecast, by component

8.4.3. Market size and forecast, by deployment type

8.4.4. Market size and forecast, by user type

8.4.5. Market size and forecast, by industry vertical

8.4.6. Market analysis, by country

8.4.6.1. JAPAN

- 8.4.6.1.1. Market size and forecast, by component
- 8.4.6.1.2. Market size and forecast, by deployment type
- 8.4.6.1.3. Market size and forecast, by user type
- 8.4.6.1.4. Market size and forecast, by industry vertical

8.4.6.2. CHINA

- 8.4.6.2.1. Market size and forecast, by component
- 8.4.6.2.2. Market size and forecast, by deployment type
- 8.4.6.2.3. Market size and forecast, by user type
- 8.4.6.2.4. Market size and forecast, by industry vertical

8.4.6.3. INDIA

- 8.4.6.3.1. Market size and forecast, by component
- 8.4.6.3.2. Market size and forecast, by deployment type
- 8.4.6.3.3. Market size and forecast, by user type
- 8.4.6.3.4. Market size and forecast, by industry vertical

8.4.6.4. AUSTRALIA

- 8.4.6.4.1. Market size and forecast, by component
- 8.4.6.4.2. Market size and forecast, by deployment type
- 8.4.6.4.3. Market size and forecast, by user type
- 8.4.6.4.4. Market size and forecast, by industry vertical

8.4.6.5. SOUTH KOREA

- 8.4.6.5.1. Market size and forecast, by component
- 8.4.6.5.2. Market size and forecast, by deployment type
- 8.4.6.5.3. Market size and forecast, by user type
- 8.4.6.5.4. Market size and forecast, by industry vertical

8.4.6.6. REST OF ASIA-PACIFIC

- 8.4.6.6.1. Market size and forecast, by component
- 8.4.6.6.2. Market size and forecast, by deployment type
- 8.4.6.6.3. Market size and forecast, by user type
- 8.4.6.6.4. Market size and forecast, by industry vertical

8.5. LAMEA

- 8.5.1. Key market trends, growth factors, and opportunities
- 8.5.2. Market size and forecast, by component
- 8.5.3. Market size and forecast, by deployment type
- 8.5.4. Market size and forecast, by user type
- 8.5.5. Market size and forecast, by industry vertical
- 8.5.6. Market analysis, by country

8.5.6.1. LATIN AMERICA

- 8.5.6.1.1. Market size and forecast, by component
- 8.5.6.1.2. Market size and forecast, by deployment type

- 8.5.6.1.3. Market size and forecast, by user type
- 8.5.6.1.4. Market size and forecast, by industry vertical

8.5.6.2. MIDDLE EAST

- 8.5.6.2.1. Market size and forecast, by component
- 8.5.6.2.2. Market size and forecast, by deployment type
- 8.5.6.2.3. Market size and forecast, by user type
- 8.5.6.2.4. Market size and forecast, by industry vertical

8.5.6.3. AFRICA

- 8.5.6.3.1. Market size and forecast, by component
- 8.5.6.3.2. Market size and forecast, by deployment type
- 8.5.6.3.3. Market size and forecast, by user type
- 8.5.6.3.4. Market size and forecast, by industry vertical

CHAPTER 9: COMPETITIVE LANDSCAPE

9.1. KEY PLAYERS POSITIONING ANALYSIS, 2019

9.2. TOP WINNING STRATEGIES

9.3. COMPETITIVE DASHBOARD

9.4. KEY DEVELOPMENTS

- 9.4.1. Product launches
- 9.4.2. Collaboration
- 9.4.3. Partnership
- 9.4.4. Product development
- 9.4.5. Business expansion
- 9.4.6. Acquisition

CHAPTER 10: COMPANY PROFILE

10.1. ALIBABA GROUP HOLDING LIMITED

- 10.1.1. Company overview
- 10.1.2. Key Executives
- 10.1.3. Company snapshot
- 10.1.4. Operating business segments
- 10.1.5. Product portfolio
- 10.1.6. Business performance
- 10.1.7. Key strategic moves and developments

10.2. AMAZON WEB SERVICES, INC.

- 10.2.1. Company overview
- 10.2.2. Key Executives

- 10.2.3. Company snapshot
- 10.2.4. Operating business segments
- 10.2.5. Product portfolio
- 10.2.6. Business performance
- 10.2.7. Key strategic moves and developments
- 10.4. DELL EMC
 - 10.4.1. Company overview
 - 10.4.2. Key executives
 - 10.4.3. Company snapshot
 - 10.4.4. Operating business segments
 - 10.4.5. Product portfolio
 - 10.4.6. R&D expenditure
 - 10.4.7. Business performance
 - 10.4.8. Key strategic moves and developments
- 10.5. GOOGLE LLC
 - 10.5.1. Company overview
 - 10.5.2. Key Executives
 - 10.5.3. Company snapshot
 - 10.5.4. Product portfolio
 - 10.5.5. R&D expenditure
 - 10.5.6. Business performance
 - 10.5.7. Key strategic moves and developments
- 10.6. HEWLETT PACKARD ENTERPRISE DEVELOPMENT LP
 - 10.6.1. Company overview
 - 10.6.2. Key executives
 - 10.6.3. Company snapshot
 - 10.6.4. Operating business segments
 - 10.6.5. Product portfolio
 - 10.6.6. R&D expenditure
 - 10.6.7. Business performance
 - 10.6.8. Key strategic moves and developments
- 10.7. INTERNATIONAL BUSINESS MACHINES CORPORATION
 - 10.7.1. Company overview
 - 10.7.2. Key executives
 - 10.7.3. Company snapshot
 - 10.7.4. Operating business segments
 - 10.7.5. Product portfolio
 - 10.7.6. R&D expenditure
 - 10.7.7. Business performance

10.7.8.Key strategic moves and developments

10.8.MICROSOFT CORPORATION

10.8.1.Company overview

10.8.2.Key executives

10.8.3.Company snapshot

10.8.4.Operating business segments

10.8.5.Product portfolio

10.8.6.R&D expenditure

10.8.7.Business performance

10.8.8.Key strategic moves and developments

10.9.ORACLE CORPORATION

10.9.1.Company overview

10.9.2.Key executives

10.9.3.Company snapshot

10.9.4.Operating business segments

10.9.5.Product portfolio

10.9.6.R&D expenditure

10.9.7.Business performance

10.9.8.Key strategic moves and developments

10.10.RACKSPACE HOSTING, INC.

10.10.1.Company overview

10.10.2.Key executives

10.10.3.Company snapshot

10.10.4.Product portfolio

10.10.5.Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 01.CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019-2027 (\$BILLION)

TABLE 02.CLOUD STORAGE MARKET REVENUE FOR SOLUTION, BY REGION 2019–2027 (\$BILLION)

TABLE 03.CLOUD STORAGE SOLUTION MARKET REVENUE, BY SOLUTION TYPE, 2019–2027 (\$BILLION)

TABLE 04.CLOUD STORAGE MARKET REVENUE FOR SERVICES, BY REGION 2019–2027 (\$BILLION)

TABLE 05.CLOUD STORAGE SERVICES MARKET REVENUE, BY SERVICE TYPE, 2019–2027 (\$BILLION)

TABLE 06.CLOUD STORAGE MARKET, BY DEPLOYMENT TYPE, 2019–2027 (\$BILLION)

TABLE 07.CLOUD STORAGE MARKET REVENUE FOR PRIVATE, BY REGION, 2019–2027 (\$BILLION)

TABLE 08.CLOUD STORAGE MARKET REVENUE FOR PUBLIC, BY REGION, 2019–2027 (\$BILLION)

TABLE 09.CLOUD STORAGE MARKET REVENUE FOR HYBRID, BY REGION, 2019–2027 (\$BILLION)

TABLE 10.GLOBAL CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 11.CLOUD STORAGE MARKET REVENUE FOR LARGE ENTERPRISES, BY REGION 2019–2027 (\$BILLION)

TABLE 12.GLOBAL CLOUD STORAGE MARKET REVENUE FOR SMALL AND MEDIUM ENTERPRISES, BY REGION 2019–2027 (\$BILLION)

TABLE 13.GLOBAL CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019-2027 (\$BILLION)

TABLE 14.GLOBAL CLOUD STORAGE MARKET REVENUE FOR BFSI, BY REGION 2019–2027 (\$BILLION)

TABLE 15.CLOUD STORAGE MARKET REVENUE FOR GOVERNMENT & PUBLIC SECTOR, BY REGION, 2019–2027 (\$BILLION)

TABLE 16.CLOUD STORAGE MARKET REVENUE FOR HEALTHCARE, BY REGION 2019–2027 (\$BILLION)

TABLE 17.CLOUD STORAGE MARKET REVENUE FOR IT & TELECOM, BY REGION 2019–2027 (\$BILLION)

TABLE 18.CLOUD STORAGE MARKET REVENUE FOR RETAIL, BY REGION

2019–2027 (\$BILLION)

TABLE 19.GLOBAL CLOUD STORAGE MARKET REVENUE FOR
MANUFACTURING, BY REGION, 2019–2027 (\$BILLION)

TABLE 20.CLOUD STORAGE MARKET REVENUE FOR MEDIA & ENTERTAINMENT,
BY REGION 2019–2027 (\$BILLION)

TABLE 21.CLOUD STORAGE MARKET REVENUE FOR OTHERS, BY REGION
2019–2027 (\$BILLION)

TABLE 22.GLOBAL CLOUD STORAGE MARKET REVENUE, BY REGION, 2019–2027
(\$BILLION)

TABLE 23.NORTH AMERICA CLOUD STORAGE MARKET REVENUE, BY
COMPONENT, 2019–2027 (\$BILLION)

TABLE 24.NORTH AMERICA CLOUD STORAGE MARKET REVENUE, BY
DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 25.NORTH AMERICA CLOUD STORAGE MARKET REVENUE, BY USER
TYPE, 2019–2027 (\$BILLION)

TABLE 26.NORTH AMERICA CLOUD STORAGE MARKET REVENUE, BY
INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 27.NORTH AMERICA CLOUD STORAGE MARKET REVENUE, BY
COUNTRY, 2019–2027 (\$BILLION)

TABLE 28.U.S. CLOUD STORAGE MARKET REVENUE, BY COMPONENT,
2019–2027 (\$BILLION)

TABLE 29.U.S. CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE
2019–2027 (\$BILLION)

TABLE 30.U.S. CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027
(\$BILLION)

TABLE 31.U.S. CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL,
2019–2027 (\$BILLION)

TABLE 32.CANADA CLOUD STORAGE MARKET REVENUE, BY COMPONENT,
2019–2027 (\$BILLION)

TABLE 33.CANADA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT
TYPE 2019–2027 (\$BILLION)

TABLE 34.CANADA CLOUD STORAGE MARKET REVENUE, BY USER TYPE,
2019–2027 (\$BILLION)

TABLE 35.CANADA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY
VERTICAL, 2019–2027 (\$BILLION)

TABLE 36.EUROPE CLOUD STORAGE MARKET REVENUE, BY COMPONENT,
2019–2027 (\$BILLION)

TABLE 37.EUROPE CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT
TYPE 2019–2027 (\$BILLION)

TABLE 38. EUROPE CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 39. EUROPE CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 40. EUROPE CLOUD STORAGE MARKET REVENUE, BY COUNTRY, 2019–2027 (\$BILLION)

TABLE 41. GERMANY CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 42. GERMANY CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 43. GERMANY CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 44. GERMANY CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 45. UK CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 46. UK CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 47. UK CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 48. UK CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 49. FRANCE CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 50. FRANCE CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 51. FRANCE CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 52. FRANCE CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 53. ITALY CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 54. ITALY CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 55. ITALY CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 56. ITALY CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 57. RUSSIA CLOUD STORAGE MARKET REVENUE, BY COMPONENT,

2019–2027 (\$BILLION)

TABLE 58.RUSSIA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 59.RUSSIA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 60.RUSSIA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 61.REST OF EUROPE CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 62.REST OF EUROPE CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 63.REST OF EUROPE CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 64.REST OF EUROPE CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 65.ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 66.ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 67.ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 68.ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 69.ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY COUNTRY, 2019–2027 (\$BILLION)

TABLE 70.JAPAN CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 71.JAPAN CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 72.JAPAN CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 73.JAPAN CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 74.CHINA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 75.CHINA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 76.CHINA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

- TABLE 77.CHINA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)
- TABLE 78.INDIA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)
- TABLE 79.INDIA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)
- TABLE 80.INDIA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)
- TABLE 81.INDIA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)
- TABLE 82.AUSTRALIA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)
- TABLE 83.AUSTRALIA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)
- TABLE 84.AUSTRALIA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)
- TABLE 85.AUSTRALIA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)
- TABLE 86.SOUTH KOREA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)
- TABLE 87.SOUTH KOREA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)
- TABLE 88.SOUTH KOREA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)
- TABLE 89.SOUTH KOREA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)
- TABLE 90.REST OF ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)
- TABLE 91.REST OF ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)
- TABLE 92.REST OF ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)
- TABLE 93.REST OF ASIA-PACIFIC CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)
- TABLE 94.LAMEA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)
- TABLE 95.LAMEA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)
- TABLE 96.LAMEA CLOUD STORAGE MARKET REVENUE, BY USER TYPE,

2019–2027 (\$BILLION)

TABLE 97.LAMEA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 98.LAMEA CLOUD STORAGE MARKET REVENUE, BY COUNTRY, 2019–2027 (\$BILLION)

TABLE 99.LATIN AMERICA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 100.LATIN AMERICA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 101.LATIN AMERICA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 102.LATIN AMERICA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 103.MIDDLE EAST CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 104.MIDDLE EAST CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 105.MIDDLE EAST CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 106.MIDDLE EAST CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 107.AFRICA CLOUD STORAGE MARKET REVENUE, BY COMPONENT, 2019–2027 (\$BILLION)

TABLE 108.AFRICA CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE 2019–2027 (\$BILLION)

TABLE 109.AFRICA CLOUD STORAGE MARKET REVENUE, BY USER TYPE, 2019–2027 (\$BILLION)

TABLE 110.AFRICA CLOUD STORAGE MARKET REVENUE, BY INDUSTRY VERTICAL, 2019–2027 (\$BILLION)

TABLE 111.KEY NEW PRODUCT LAUNCHES (2016-2019)

TABLE 112.COLLABORATION (2016-2019)

TABLE 113.PARTNERSHIP (2016-2019)

TABLE 114.PRODUCT DEVELOPMENT (2016-2019)

TABLE 115.KEY EXPANSION (2016-2019)

TABLE 116.KEY ACQUISITION (2016-2019)

TABLE 117.ALIBABA GROUP HOLDING LIMITED: COMPANY SNAPSHOT

TABLE 118.ALIBABA GROUP HOLDING LIMITED: OPERATING SEGMENTS

TABLE 119.ALIBABA GROUP HOLDING LIMITED: PRODUCT PORTFOLIO

TABLE 120.AMAZON WEB SERVICES, INC.: KEY EXECUTIVES

TABLE 121.AMAZON WEB SERVICES, INC.: COMPANY SNAPSHOT

TABLE 122.AMAZON WEB SERVICES, INC.: OPERATING SEGMENTS

TABLE 123.AMAZON WEB SERVICES, INC.: PRODUCT PORTFOLIO

TABLE 127.CISCO SYSTEMS, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 128.DELL INC.: KEY EXECUTIVES

TABLE 129.DELL INC.: COMPANY SNAPSHOT

TABLE 130.DELL INC.: OPERATING SEGMENTS

TABLE 131.DELL EMC: PRODUCT PORTFOLIO

TABLE 132.GOOGLE LLC: KEY EXECUTIVES

TABLE 133.GOOGLE INC.: COMPANY SNAPSHOT

TABLE 134.GOOGLE LLC: PRODUCT PORTFOLIO

TABLE 135.HEWLETT PACKARD ENTERPRISE DEVELOPMENT LP: KEY EXECUTIVES

TABLE 136.HEWLETT PACKARD ENTERPRISE DEVELOPMENT LP: COMPANY SNAPSHOT

TABLE 137.HEWLETT PACKARD ENTERPRISE DEVELOPMENT LP: OPERATING SEGMENTS

TABLE 138.HEWLETT PACKARD ENTERPRISE DEVELOPMENT LP: PRODUCT PORTFOLIO

TABLE 139.HEWLETT PACKARD ENTERPRISE DEVELOPMENT LP: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 140.INTERNATIONAL BUSINESS MACHINES CORPORATION: KEY EXECUTIVES

TABLE 141.INTERNATIONAL BUSINESS MACHINES CORPORATION: COMPANY SNAPSHOT

TABLE 142.INTERNATIONAL BUSINESS MACHINES CORPORATION: OPERATING SEGMENTS

TABLE 143.INTERNATIONAL BUSINESS MACHINES CORPORATION: PRODUCT PORTFOLIO

TABLE 144.MICROSOFT CORPORATION: KEY EXECUTIVES

TABLE 145.MICROSOFT CORPORATION: COMPANY SNAPSHOT

TABLE 146.MICROSOFT CORPORATION: OPERATING SEGMENTS

TABLE 147.MICROSOFT CORPORATION: PRODUCT PORTFOLIO

TABLE 148.ORACLE CORPORATION: KEY EXECUTIVES

TABLE 149.ORACLE CORPORATION: COMPANY SNAPSHOT

TABLE 150.ORACLE CORPORATION: OPERATING SEGMENTS

TABLE 151.ORACLE CORPORATION: PRODUCT PORTFOLIO

TABLE 152.ORACLE CORPORATION: KEY STRATEGIC MOVES AND

DEVELOPMENTS

TABLE 153.RACKSPACE HOSTING, INC.: COMPANY SNAPSHOT

TABLE 154.RACKSPACE HOSTING, INC.: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.GLOBAL CLOUD STORAGE MARKET, 2019–2027

FIGURE 03.GLOBAL CLOUD STORAGE MARKET, BY REGION, 2019–2027

FIGURE 04.TOP IMPACTING FACTORS

FIGURE 05.TOP INVESTMENT POCKETS

FIGURE 06.LOW-TO-MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 07.MODERATE BARGAINING POWER OF BUYER

FIGURE 08.LOW-TO-MODERATE THREAT OF SUBSTITUTES

FIGURE 09.LOW-TO-MODERATE THREAT OF NEW ENTRANTS

FIGURE 10.MODERATE-TO-HIGH COMPETITIVE RIVALRY

FIGURE 11.MARKET DYNAMICS: GLOBAL CLOUD STORAGE MARKET

FIGURE 12.INDUSTRY ROADMAP OF CLOUD STORAGE

FIGURE 13.PATENT ANALYSIS, BY REGION

FIGURE 14.PATENT ANALYSIS, BY APPLICANT

FIGURE 16.GLOBAL CLOUD STORAGE MARKET, BY COMPONENT, 2019-2027

FIGURE 17.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR SOLUTION, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR SERVICES, BY COUNTRY, 2019 & 2027 (%)

FIGURE 19.GLOBAL CLOUD STORAGE MARKET REVENUE, BY DEPLOYMENT TYPE, 2019–2027 (\$BILLION)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF GLOBAL CLOUD STORAGE MARKET FOR PRIVATE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF GLOBAL CLOUD STORAGE MARKET FOR PUBLIC, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF GLOBAL CLOUD STORAGE MARKET FOR HYBRID, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.GLOBAL CLOUD STORAGE MARKET, BY USER TYPE, 2019-2027

FIGURE 24.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR LARGE ENTERPRISES, BY COUNTRY, 2019 & 2027 (%)

FIGURE 25.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR SMALL AND MEDIUM ENTERPRISES, BY COUNTRY, 2019 & 2027 (%)

FIGURE 26.GLOBAL CLOUD STORAGE MARKET, BY INDUSTRY VERTICAL, 2019–2027

FIGURE 27.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR BFSI, BY COUNTRY, 2019 & 2027 (%)

FIGURE 28.COMPARATIVE SHARE ANALYSIS OF GLOBAL CLOUD STORAGE MARKET FOR GOVERNMENT & EDUCATION, BY COUNTRY, 2019 & 2027 (%)

FIGURE 29.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR HEALTHCARE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 30.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR IT & TELECOM, BY COUNTRY, 2019 & 2027 (%)

FIGURE 31.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR RETAIL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 32.COMPARATIVE SHARE ANALYSIS OF GLOBAL CLOUD STORAGE MARKET FOR MANUFACTURING, BY COUNTRY, 2019 & 2027 (%)

FIGURE 33.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR MEDIA & ENTERTAINMENT, BY COUNTRY, 2019 & 2027 (%)

FIGURE 34.COMPARATIVE SHARE ANALYSIS GLOBAL CLOUD STORAGE MARKET FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 35.GLOBAL CLOUD STORAGE MARKET REVENUE, BY REGION, 2019–2027 (\$BILLION)

FIGURE 36.U.S. CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 37.CANADA CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 38.GERMANY CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 39.UK CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 40.FRANCE CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 41.ITALY CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 42.RUSSIA CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 43.REST OF EUROPE CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 44.JAPAN CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 45.CHINA CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 46.INDIA CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 47.AUSTRALIA CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 48.SOUTH KOREA CLOUD STORAGE MARKET REVENUE, 2019-2027 (\$BILLION)

FIGURE 49.REST OF ASIA-PACIFIC CLOUD STORAGE MARKET

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