

Personal Cloud Market by Revenue Type (Direct and Indirect), Hosting Type (Service Providers and Consumers), and End user (Individuals and Enterprises): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Personal cloud is a cloud storage platform that enables the customers to access, synchronize and share stored data across various mobile devices such as smartphones and tablets. In this era of digitalization, there is an increase in need of storing and sharing personal or professional data. Rapid rise in the tech-savvy population has considerably increased the demand for cloud computing services in the recent years. The increasing use of camera-equipped devices, such as smartphones and tablets, has created a huge demand for a secure platform to store digital content. Faster and convenient access to stored data and sharing of information are expected to define new standards for the personal cloud industry to create lucrative opportunities for the market players.

Bring-Your-Own-Device (BYOD) is gaining increasing acceptance, particularly among small and medium enterprises due to benefits of improved productivity, work flexibility, and reduced infrastructure costs. Personal cloud services is expected to facilitate file storage and sharing among the employees and enterprises who have adopted the BYOD trend. However, the issues of privacy and security of stored data are anticipated to considerably hinder the market growth.

Cost-effectiveness and easy availability of cloud solutions from service providers has increased their demand over user-hosted cloud storage devices. Numerous players are offering personal cloud solutions in various packages with attractive price limits. Direct revenue collected through monthly and annual charges is expected to be the leading

revenue collection mode due to which the market is expected to grow at a significant rate. However, the revenue generation through indirect modes such as advertisement and lead generation is expected to surpass the revenue generated through the direct modes by 2025.

The personal cloud market is segmented on the basis of revenue type, hosting type, end user, and region. By revenue type, it is categorized direct and indirect. By hosting type, it is bifurcated into service providers and consumers. Depending on end user, it is categorized into individuals and enterprises. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the personal cloudmarket include Apple Inc., Google Inc., Microsoft Corporation., Amazon Web Services, Inc., Dropbox, Inc, Egnyte, Inc., Copy (Barracuda Networks, Inc.), SpiderOak, Box, Inc. and Buffalo Inc.

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 personal cloud market size is provided.

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

The value chain analysis of the industry highlights the key intermediaries involved and elaborates their roles and value additions at every stage in the value chain.

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

KEY MARKET SEGMENTS

By Revenue Type

Direct

Indirect

By Hosting Type

Service Providers

Consumers

By End user

Individuals

Enterprises

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.

Apple Inc.

Box, Inc.

Buffalo Inc.

Copy (Barracuda Networks, Inc.)

Dropbox, Inc.

Egnyte, Inc.

Google Inc.

Microsoft Corporation

SpiderOak

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