

Global Data Center Rack Server Market Size Study & Forecast, by End User (Cyber Security Firms, E-Commerce Businesses, Cloud Services, and Banking Institutions) and Product (N-Way Servers, Single-Processor Quad-Core, Dual-Processor Xeon, Risc Servers, Single-Processor Xeon, and 4-Way Servers) and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G3851EFFC4D9EN.html>

Date: September 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G3851EFFC4D9EN

Abstracts

The Global Data Center Rack Server Market is valued at approximately USD 94.81 billion in 2024 and is anticipated to grow with a growth rate of more than 12.72% over the forecast period 2025-2035. Rack servers are critical computing units designed to power data centers, enabling businesses to store, manage, and process vast amounts of data. With the exponential growth in cloud adoption, the rise of e-commerce platforms, the acceleration of online banking, and the heightened need for cyber defense, rack servers have become the backbone of modern digital infrastructure. These servers deliver scalability, efficiency, and flexibility, making them indispensable for enterprises navigating the era of digital transformation. The market expansion is being fueled by unprecedented growth in online transactions, the push for cloud-native operations, and the unrelenting surge in data traffic worldwide.

The dramatic uptick in cloud services and digital platforms has spurred remarkable demand for rack servers. Organizations are rapidly scaling their IT environments to manage real-time analytics, AI workloads, and security operations. According to industry reports, global data creation is projected to surpass 180 zettabytes by 2025, underscoring the pressing need for high-performance, scalable infrastructure. E-commerce companies are deploying rack servers to accelerate order processing, cyber firms are leveraging them to run advanced threat detection, and banks are utilizing them

to handle secure, high-frequency transactions. At the same time, the market faces hurdles in terms of high energy consumption and cooling requirements, though innovations in energy-efficient server designs are helping to ease these concerns.

The detailed segments and sub-segments included in the report are:

By End User:

Cyber Security Firms

E-Commerce Businesses

Cloud Services

Banking Institutions

By Product:

N-Way Servers

Single-Processor Quad-Core

Dual-Processor Xeon

Risc Servers

Single-Processor Xeon

4-Way Servers

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Cloud Services are Expected to Dominate the Market

Cloud services are projected to account for the largest share of the data center rack server market during the forecast period. The migration of enterprises toward cloud-based environments to enhance operational agility and cost efficiency has fueled demand for rack servers tailored for cloud computing. Companies in this segment are increasingly deploying servers that support high-density storage, virtualization, and containerization, enabling them to meet growing customer demands for uptime and flexibility. As the global economy leans heavily into SaaS models, cloud-native applications, and digital workspaces, the demand for rack servers within the cloud services segment is expected to remain dominant.

Dual-Processor Xeon Servers Lead in Revenue Contribution

From a product perspective, dual-processor Xeon servers currently command the largest revenue share. Their ability to balance performance and cost has made them the workhorse of enterprise computing environments. These servers are widely adopted across industries for their capacity to handle intensive workloads, from transaction processing in financial institutions to large-scale data analysis in cybersecurity firms. While N-way servers and 4-way servers deliver extreme performance for specialized tasks, it is the dual-processor Xeon category that leads in overall revenue contribution, cementing its role as the preferred choice for enterprises striving to optimize efficiency and scalability without inflating costs.

The key regions considered for the Global Data Center Rack Server Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America held the dominant share in 2025, benefiting from its advanced digital ecosystem, widespread adoption of cloud platforms, and concentration of leading

data center providers. The region's robust banking and e-commerce sectors further accelerate server adoption. Meanwhile, Asia Pacific is poised to record the fastest growth rate, spurred by explosive demand for online services in China and India, government-backed digital initiatives, and the rapid expansion of hyperscale data centers. Europe is also expected to witness significant growth, driven by regulatory compliance requirements and the surge in cloud adoption across industries. Latin America and the Middle East & Africa are gradually embracing digital infrastructure, with multinational firms expanding server capacity in these regions to support growing internet penetration and enterprise digitization.

Major market players included in this report are:

Dell Technologies Inc.

Hewlett Packard Enterprise (HPE)

Lenovo Group Limited

IBM Corporation

Cisco Systems, Inc.

Fujitsu Ltd.

Super Micro Computer, Inc.

Oracle Corporation

Huawei Technologies Co., Ltd.

Inspur Group Co., Ltd.

Quanta Computer Inc.

NEC Corporation

Broadcom Inc.

Intel Corporation

Atos SE

Global Data Center Rack Server Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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