

Global Software Defined Storage Market Size, Share & Trends Analysis Report By Component (Solutions, Services), By Organization Size (Large Enterprises, Small and Medium Enterprises), By Deployment (On-premises, Cloud), By Application (Data Backup and Disaster Recovery, Cloud Storage, Big Data Storage, Others), By End-use (BFSI, IT and Telecommunications, Retail and E-commerce, Healthcare, Logistics, Media, Others), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G85A76D585C2EN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G85A76D585C2EN

Abstracts

The global software defined storage (SDS) market was valued at approximately USD 38.43 billion in 2023 and is projected to expand significantly, achieving a compound annual growth rate (CAGR) of 27.9% from 2024 to 2032. This market's rapid growth is attributed to the increasing reliance on scalable and cost-effective storage solutions capable of handling massive data volumes generated by industries undergoing digital transformation.

Software-defined storage revolutionizes traditional data management by abstracting storage hardware and enabling centralized control through software interfaces. By providing virtualization, replication, and provisioning capabilities, SDS enhances operational efficiency, improves data resilience, and supports seamless scalability. This flexibility has led organizations across sectors, from BFSI to healthcare, to increasingly adopt SDS solutions.

The rise of cloud computing and the widespread adoption of hyper-converged infrastructures are key market drivers. Businesses are transitioning from traditional storage solutions to SDS systems due to their cost-effectiveness, scalability, and ability to simplify complex data storage environments. Additionally, the heightened focus on data security and compliance, coupled with advancements in artificial intelligence and machine learning technologies, is shaping the future of SDS adoption.

From data backup and disaster recovery to cloud storage and big data analytics, SDS applications are witnessing unprecedented demand. The BFSI sector, which requires secure handling of extensive transactional data, emerged as a dominant end-use segment in 2023. Meanwhile, the retail and e-commerce industry is projected to grow at the fastest pace due to the surge in online shopping and customer-centric operations.

Regionally, North America led the market in 2023, driven by the widespread adoption of advanced IT infrastructures and a high concentration of tech-savvy businesses. However, the Asia-Pacific region is poised for remarkable growth during the forecast period, supported by rapid digitization, increasing adoption of cloud services, and the rising number of SMEs embracing SDS solutions.

Major market players included in this report are:

Cisco Systems, Inc.

Dell Inc.

IBM

Microsoft

Hewlett Packard Enterprise Development LP

NetApp

Nutanix

Nexenta Systems, Inc.

Pure Storage, Inc.

Scality, Inc.

Broadcom

DataCore Software

VMware, Inc.

Hitachi Vantara Corporation

Red Hat, Inc.

The detailed segments and sub-segment of the market are explained below:

By Component

Solutions

Storage Virtualization

Storage Replication

Storage Provisioning and Orchestration

Services

Consulting

Implementation and Integration

Support and Maintenance

By Organization Size

Large Enterprises

Small and Medium Enterprises

By Deployment

On-premises

Cloud

By Application

Data Backup and Disaster Recovery

Cloud Storage

Big Data Storage

Storage Provisioning

Data Archiving

Surveillance and Monitoring

By End-use

BFSI

IT and Telecommunications

Retail and E-commerce

Healthcare

Logistics and Warehouse

Media and Entertainment

Others

By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East and Africa

Saudi Arabia

UAE

South Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of 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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