

Global White Box Server Market Size Study, by Form Factor (Rack & Tower, Blade, Density-Optimized), by Business Type (Data Centers, Enterprise Customers), by Processor (X86, non-X86), by Operating System (Linux, Windows, UNIX), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G9DDB478E8B7EN.html>

Date: February 2025

Pages: 285

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

ID: G9DDB478E8B7EN

Abstracts

The Global White Box Server Market was valued at approximately USD 14.43 billion in 2023 and is projected to expand at a CAGR of 18.60% over the forecast period from 2024 to 2032. The increasing reliance on cost-effective, high-performance, and customizable server solutions is fueling the adoption of white box servers, particularly across data centers and cloud service providers. Unlike traditional branded servers, white box servers provide greater flexibility, scalability, and lower total cost of ownership, making them highly attractive for businesses aiming to optimize IT infrastructure.

The rapid expansion of hyperscale data centers and the growing need for software-defined infrastructure have accelerated the demand for white box servers. Large-scale enterprises and cloud providers are shifting towards custom-built hardware solutions, allowing them to tailor server configurations to their specific workload requirements. Moreover, the growing adoption of AI-driven applications, big data analytics, and edge computing is further driving demand for high-performance rack, blade, and density-optimized servers. However, challenges such as compatibility issues, limited support services, and security vulnerabilities could potentially hinder market expansion.

From a regional standpoint, North America leads the global market, driven by a thriving cloud computing ecosystem, major data center expansions, and the presence of leading

hyperscalers such as Google, Amazon, and Microsoft. Meanwhile, Asia Pacific is expected to witness the fastest growth, fueled by rapid digital transformation, the emergence of local cloud providers, and government-backed IT infrastructure development in China and India. Additionally, Europe's market is expanding steadily, supported by enterprise cloud adoption and an increasing focus on energy-efficient data center operations.

Major Market Players Included in This Report Are:

Quanta Computer Inc.

Wistron Corporation

Super Micro Computer, Inc.

Inventec Corporation

Hon Hai Precision Industry Co., Ltd. (Foxconn)

Celestica Inc.

ZT Systems

Hyve Solutions

Penguin Computing

Inspur Systems

Dell Technologies Inc.

Hewlett Packard Enterprise (HPE)

IBM Corporation

Cisco Systems, Inc.

Lenovo Group Ltd.

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Form Factor:

Rack & Tower

Blade

Density-Optimized

By Business Type:

Data Centers

Enterprise Customers

By Processor:

X86

Non-X86

By Operating System:

Linux

Windows

UNIX

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & 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 revenue and regional-level analysis for each market segment.

Detailed insights into the competitive landscape, major market players, and their strategic initiatives.

In-depth analysis of market drivers, challenges, and opportunities shaping the industry.

Demand and supply-side assessment of the white box server market and its impact on IT infrastructure trends.

Actionable recommendations for data center operators, cloud providers, and enterprises investing in custom-built server solutions.

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