

Global Backup and Disaster Recovery Market Research Report 2026(Status and Outlook)

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Abstracts

Backup and Disaster Recovery refers to a comprehensive strategy and set of technologies designed to protect an organization's critical data and IT systems from loss or disruption. Backup involves regularly copying and storing data in secure locations, such as on-premises, off-site, or in the cloud, to ensure data is not lost due to accidental deletion, system failure, or cyberattacks. Disaster Recovery (DR) focuses on restoring systems, applications, and data access as quickly as possible after a major outage or catastrophic event. Together, backup and disaster recovery solutions help ensure business continuity, minimize downtime, and reduce financial and operational impacts during unexpected disruptions.

Market Drivers

- **Rising Cybersecurity Threats and Ransomware** Frequent ransomware attacks and data breaches are pressing organizations to adopt robust disaster recovery capabilities. Immutable backups, isolated recovery zones, and rapid failover mechanisms are increasingly mandated by cyber-insurance policies.
- **Lower Total Cost Compared to Traditional DR** Infrastructure Managed DR services and cloud-based recovery models eliminate high upfront investments in redundant hardware, allowing businesses—especially small and mid-sized enterprises—to benefit from pay-as-you-go pricing and scalable recovery infrastructure.
- **Cloud-First and SaaS Adoption** As businesses migrate workloads to public cloud platforms, traditional recovery solutions struggle to meet modern demands. Enterprises are turning to cloud-native disaster recovery services that support multi-cloud and hybrid configurations.
- **Regulatory and Insurance Requirements** Compliance mandates in industries like healthcare, finance, and critical infrastructure increasingly require regular automated failover testing, audit-ready documentation, and resiliency validation—all enabled by professional DR services.
- **Hybrid and Multi-Cloud Deployments** The adoption of hybrid architectures (56%+ market share) and distributed cloud environments is driving demand for flexible disaster recovery models that support workload mobility and geographic redundancy.

Market Challenges

- **Complexity of Hybrid**

and Multi-Cloud Orchestration Integrating legacy on-premises systems with multiple cloud environments introduces orchestration and API complexity. Ensuring consistent recovery across diverse platforms remains a significant technical hurdle. • Data Residency and Regulatory Constraints Strict data-location laws in regions like Europe and parts of Asia impact replication strategies and infrastructure design, adding compliance cost and complexity. • Vendor Lock-In and Unpredictable Egress Costs Organizations often face rising exit fees, inconsistent pricing models across providers, and limited portability of backup data—hampering long-term flexibility. • Shortage of Skilled Disaster Recovery Professionals There's a growing gap in expertise—particularly around multi-cloud recovery engineering, automated testing, and compliance—which slows implementation and adoption. • Overreliance on Infrequent Testing Many organizations fail to perform regular DR drills and tests, undermining preparedness and delaying recovery during actual incidents.

The global Backup and Disaster Recovery market size was estimated at USD 14641.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Backup and Disaster Recovery market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Backup and Disaster Recovery market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Backup and Disaster Recovery market.

Global Backup and Disaster Recovery Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Microsoft

11:11 Systems

IBM

Vmware

AWS

Zerto

Arcserve

Carbonite

Ekco

Quorum

Datto

Acronis

Recovery Point

TierPoint

Expedient

InterVision

Unitrends

Flexential

Webair

PhoenixNAP

BIOS ME

Infrascale

Broadcom

Sungard Availability Services

BIOS Middle East

C&W Business

Thrive

Nutanix

Kaseya

Druva

Market Segmentation (by Type)

Cloud-Based

On-premises

Market Segmentation (by Application)

BFSI

IT

Government

Healthcare

Industrial & Manufacturing

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Backup and Disaster Recovery Market

Overview of the regional outlook of the Backup and Disaster Recovery Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Backup and Disaster Recovery Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream

and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Backup and Disaster Recovery, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Backup and Disaster Recovery

1.2 Key Market Segments

1.2.1 Backup and Disaster Recovery Segment by Type

1.2.2 Backup and Disaster Recovery Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 BACKUP AND DISASTER RECOVERY MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 BACKUP AND DISASTER RECOVERY MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Backup and Disaster Recovery Product Life Cycle

3.3 Global Backup and Disaster Recovery Revenue Market Share by Company (2020-2025)

3.4 Backup and Disaster Recovery Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 Backup and Disaster Recovery Market Competitive Situation and Trends

3.6.1 Backup and Disaster Recovery Market Concentration Rate

3.6.2 Global 5 and 10 Largest Backup and Disaster Recovery Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 BACKUP AND DISASTER RECOVERY VALUE CHAIN ANALYSIS

4.1 Backup and Disaster Recovery Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF BACKUP AND DISASTER RECOVERY MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Backup and Disaster Recovery Market Porter's Five Forces Analysis

6 BACKUP AND DISASTER RECOVERY MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Backup and Disaster Recovery Market by Type (2020-2025)

6.3 Global Backup and Disaster Recovery Market Size Growth Rate by Type (2021-2025)

7 BACKUP AND DISASTER RECOVERY MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Backup and Disaster Recovery Market Size (M USD) by Application (2020-2025)

7.3 Global Backup and Disaster Recovery Market Size Growth Rate by Application (2021-2025)

8 BACKUP AND DISASTER RECOVERY MARKET SEGMENTATION BY REGION

- 8.1 Global Backup and Disaster Recovery Market Size by Region
 - 8.1.1 Global Backup and Disaster Recovery Market Size by Region
 - 8.1.2 Global Backup and Disaster Recovery Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Backup and Disaster Recovery Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Backup and Disaster Recovery Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Spain
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific Backup and Disaster Recovery Market Size by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Backup and Disaster Recovery Market Size by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Backup and Disaster Recovery Market Size by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 KEY COMPANIES PROFILE

- 9.1 Microsoft
 - 9.1.1 Microsoft Basic Information

- 9.1.2 Microsoft Backup and Disaster Recovery Product Overview
- 9.1.3 Microsoft Backup and Disaster Recovery Product Market Performance
- 9.1.4 Microsoft SWOT Analysis
- 9.1.5 Microsoft Business Overview
- 9.1.6 Microsoft Recent Developments
- 9.2 11:11 Systems
 - 9.2.1 11:11 Systems Basic Information
 - 9.2.2 11:11 Systems Backup and Disaster Recovery Product Overview
 - 9.2.3 11:11 Systems Backup and Disaster Recovery Product Market Performance
 - 9.2.4 11:11 Systems SWOT Analysis
 - 9.2.5 11:11 Systems Business Overview
 - 9.2.6 11:11 Systems Recent Developments
- 9.3 IBM
 - 9.3.1 IBM Basic Information
 - 9.3.2 IBM Backup and Disaster Recovery Product Overview
 - 9.3.3 IBM Backup and Disaster Recovery Product Market Performance
 - 9.3.4 IBM SWOT Analysis
 - 9.3.5 IBM Business Overview
 - 9.3.6 IBM Recent Developments
- 9.4 VMware
 - 9.4.1 VMware Basic Information
 - 9.4.2 VMware Backup and Disaster Recovery Product Overview
 - 9.4.3 VMware Backup and Disaster Recovery Product Market Performance
 - 9.4.4 VMware Business Overview
 - 9.4.5 VMware Recent Developments
- 9.5 AWS
 - 9.5.1 AWS Basic Information
 - 9.5.2 AWS Backup and Disaster Recovery Product Overview
 - 9.5.3 AWS Backup and Disaster Recovery Product Market Performance
 - 9.5.4 AWS Business Overview
 - 9.5.5 AWS Recent Developments
- 9.6 Zerto
 - 9.6.1 Zerto Basic Information
 - 9.6.2 Zerto Backup and Disaster Recovery Product Overview
 - 9.6.3 Zerto Backup and Disaster Recovery Product Market Performance
 - 9.6.4 Zerto Business Overview
 - 9.6.5 Zerto Recent Developments
- 9.7 Arcserve
 - 9.7.1 Arcserve Basic Information

- 9.7.2 Arcserve Backup and Disaster Recovery Product Overview
- 9.7.3 Arcserve Backup and Disaster Recovery Product Market Performance
- 9.7.4 Arcserve Business Overview
- 9.7.5 Arcserve Recent Developments
- 9.8 Carbonite
 - 9.8.1 Carbonite Basic Information
 - 9.8.2 Carbonite Backup and Disaster Recovery Product Overview
 - 9.8.3 Carbonite Backup and Disaster Recovery Product Market Performance
 - 9.8.4 Carbonite Business Overview
 - 9.8.5 Carbonite Recent Developments
- 9.9 Ekco
 - 9.9.1 Ekco Basic Information
 - 9.9.2 Ekco Backup and Disaster Recovery Product Overview
 - 9.9.3 Ekco Backup and Disaster Recovery Product Market Performance
 - 9.9.4 Ekco Business Overview
 - 9.9.5 Ekco Recent Developments
- 9.10 Quorum
 - 9.10.1 Quorum Basic Information
 - 9.10.2 Quorum Backup and Disaster Recovery Product Overview
 - 9.10.3 Quorum Backup and Disaster Recovery Product Market Performance
 - 9.10.4 Quorum Business Overview
 - 9.10.5 Quorum Recent Developments
- 9.11 Datto
 - 9.11.1 Datto Basic Information
 - 9.11.2 Datto Backup and Disaster Recovery Product Overview
 - 9.11.3 Datto Backup and Disaster Recovery Product Market Performance
 - 9.11.4 Datto Business Overview
 - 9.11.5 Datto Recent Developments
- 9.12 Acronis
 - 9.12.1 Acronis Basic Information
 - 9.12.2 Acronis Backup and Disaster Recovery Product Overview
 - 9.12.3 Acronis Backup and Disaster Recovery Product Market Performance
 - 9.12.4 Acronis Business Overview
 - 9.12.5 Acronis Recent Developments
- 9.13 Recovery Point
 - 9.13.1 Recovery Point Basic Information
 - 9.13.2 Recovery Point Backup and Disaster Recovery Product Overview
 - 9.13.3 Recovery Point Backup and Disaster Recovery Product Market Performance
 - 9.13.4 Recovery Point Business Overview

9.13.5 Recovery Point Recent Developments

9.14 TierPoint

9.14.1 TierPoint Basic Information

9.14.2 TierPoint Backup and Disaster Recovery Product Overview

9.14.3 TierPoint Backup and Disaster Recovery Product Market Performance

9.14.4 TierPoint Business Overview

9.14.5 TierPoint Recent Developments

9.15 Expedient

9.15.1 Expedient Basic Information

9.15.2 Expedient Backup and Disaster Recovery Product Overview

9.15.3 Expedient Backup and Disaster Recovery Product Market Performance

9.15.4 Expedient Business Overview

9.15.5 Expedient Recent Developments

9.16 InterVision

9.16.1 InterVision Basic Information

9.16.2 InterVision Backup and Disaster Recovery Product Overview

9.16.3 InterVision Backup and Disaster Recovery Product Market Performance

9.16.4 InterVision Business Overview

9.16.5 InterVision Recent Developments

9.17 Unitrends

9.17.1 Unitrends Basic Information

9.17.2 Unitrends Backup and Disaster Recovery Product Overview

9.17.3 Unitrends Backup and Disaster Recovery Product Market Performance

9.17.4 Unitrends Business Overview

9.17.5 Unitrends Recent Developments

9.18 Flexential

9.18.1 Flexential Basic Information

9.18.2 Flexential Backup and Disaster Recovery Product Overview

9.18.3 Flexential Backup and Disaster Recovery Product Market Performance

9.18.4 Flexential Business Overview

9.18.5 Flexential Recent Developments

9.19 Webair

9.19.1 Webair Basic Information

9.19.2 Webair Backup and Disaster Recovery Product Overview

9.19.3 Webair Backup and Disaster Recovery Product Market Performance

9.19.4 Webair Business Overview

9.19.5 Webair Recent Developments

9.20 PhoenixNAP

9.20.1 PhoenixNAP Basic Information

- 9.20.2 PhoenixNAP Backup and Disaster Recovery Product Overview
- 9.20.3 PhoenixNAP Backup and Disaster Recovery Product Market Performance
- 9.20.4 PhoenixNAP Business Overview
- 9.20.5 PhoenixNAP Recent Developments
- 9.21 BIOS ME
 - 9.21.1 BIOS ME Basic Information
 - 9.21.2 BIOS ME Backup and Disaster Recovery Product Overview
 - 9.21.3 BIOS ME Backup and Disaster Recovery Product Market Performance
 - 9.21.4 BIOS ME Business Overview
 - 9.21.5 BIOS ME Recent Developments
- 9.22 Infracale
 - 9.22.1 Infracale Basic Information
 - 9.22.2 Infracale Backup and Disaster Recovery Product Overview
 - 9.22.3 Infracale Backup and Disaster Recovery Product Market Performance
 - 9.22.4 Infracale Business Overview
 - 9.22.5 Infracale Recent Developments
- 9.23 Broadcom
 - 9.23.1 Broadcom Basic Information
 - 9.23.2 Broadcom Backup and Disaster Recovery Product Overview
 - 9.23.3 Broadcom Backup and Disaster Recovery Product Market Performance
 - 9.23.4 Broadcom Business Overview
 - 9.23.5 Broadcom Recent Developments
- 9.24 Sungard Availability Services
 - 9.24.1 Sungard Availability Services Basic Information
 - 9.24.2 Sungard Availability Services Backup and Disaster Recovery Product Overview
 - 9.24.3 Sungard Availability Services Backup and Disaster Recovery Product Market Performance
 - 9.24.4 Sungard Availability Services Business Overview
 - 9.24.5 Sungard Availability Services Recent Developments
- 9.25 BIOS Middle East
 - 9.25.1 BIOS Middle East Basic Information
 - 9.25.2 BIOS Middle East Backup and Disaster Recovery Product Overview
 - 9.25.3 BIOS Middle East Backup and Disaster Recovery Product Market Performance
 - 9.25.4 BIOS Middle East Business Overview
 - 9.25.5 BIOS Middle East Recent Developments
- 9.26 CandW Business
 - 9.26.1 CandW Business Basic Information
 - 9.26.2 CandW Business Backup and Disaster Recovery Product Overview
 - 9.26.3 CandW Business Backup and Disaster Recovery Product Market Performance

9.26.4 CandW Business Business Overview

9.26.5 CandW Business Recent Developments

9.27 Thrive

9.27.1 Thrive Basic Information

9.27.2 Thrive Backup and Disaster Recovery Product Overview

9.27.3 Thrive Backup and Disaster Recovery Product Market Performance

9.27.4 Thrive Business Overview

9.27.5 Thrive Recent Developments

9.28 Nutanix

9.28.1 Nutanix Basic Information

9.28.2 Nutanix Backup and Disaster Recovery Product Overview

9.28.3 Nutanix Backup and Disaster Recovery Product Market Performance

9.28.4 Nutanix Business Overview

9.28.5 Nutanix Recent Developments

9.29 Kaseya

9.29.1 Kaseya Basic Information

9.29.2 Kaseya Backup and Disaster Recovery Product Overview

9.29.3 Kaseya Backup and Disaster Recovery Product Market Performance

9.29.4 Kaseya Business Overview

9.29.5 Kaseya Recent Developments

9.30 Druva

9.30.1 Druva Basic Information

9.30.2 Druva Backup and Disaster Recovery Product Overview

9.30.3 Druva Backup and Disaster Recovery Product Market Performance

9.30.4 Druva Business Overview

9.30.5 Druva Recent Developments

10 BACKUP AND DISASTER RECOVERY MARKET FORECAST BY REGION

10.1 Global Backup and Disaster Recovery Market Size Forecast

10.2 Global Backup and Disaster Recovery Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Backup and Disaster Recovery Market Size Forecast by Country

10.2.3 Asia Pacific Backup and Disaster Recovery Market Size Forecast by Region

10.2.4 South America Backup and Disaster Recovery Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Backup and Disaster Recovery by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Backup and Disaster Recovery Market Forecast by Type (2026-2035)

11.1.1 Global Backup and Disaster Recovery Market Size Forecast by Type (2026-2035)

11.2 Global Backup and Disaster Recovery Market Forecast by Application (2026-2035)

11.2.1 Global Backup and Disaster Recovery Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Backup and Disaster Recovery Market Size by Type (M USD)

Table 4. Global Backup and Disaster Recovery Market Size by Application

Table 5. Backup and Disaster Recovery Market Size Comparison by Region (M USD)

Table 6. Global Backup and Disaster Recovery Revenue (M USD) by Company
(2020-2025)

Table 7. Global Backup and Disaster Recovery Revenue Share by Company
(2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Backup and Disaster Recovery as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Backup and Disaster Recovery Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Backup and Disaster Recovery Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Backup and Disaster Recovery Market Size by Type (M USD)

Table 22. Global Backup and Disaster Recovery Market Size (M USD) by Type
(2020-2025)

Table 23. Global Backup and Disaster Recovery Market Share by Type (2020-2025)

Table 24. Global Backup and Disaster Recovery Market Size Growth Rate by Type
(2021-2025)

Table 25. Global Backup and Disaster Recovery Market Size by Application

Table 26. Global Backup and Disaster Recovery Market Size by Application
(2020-2025) & (M USD)

Table 27. Global Backup and Disaster Recovery Market Share by Application
(2020-2025)

Table 28. Global Backup and Disaster Recovery Market Size Growth Rate by Application (2021-2025)

Table 29. Global Backup and Disaster Recovery Market Size by Region (2020-2025) & (M USD)

Table 30. Global Backup and Disaster Recovery Market Size Market Share by Region (2020-2025)

Table 31. North America Backup and Disaster Recovery Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Backup and Disaster Recovery Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Backup and Disaster Recovery Market Size by Region (2020-2025) & (M USD)

Table 34. South America Backup and Disaster Recovery Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Backup and Disaster Recovery Market Size by Region (2020-2025) & (M USD)

Table 36. Microsoft Basic Information

Table 37. Microsoft Backup and Disaster Recovery Product Overview

Table 38. Microsoft Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Microsoft SWOT Analysis

Table 40. Microsoft Business Overview

Table 41. Microsoft Recent Developments

Table 42. 11:11 Systems Basic Information

Table 43. 11:11 Systems Backup and Disaster Recovery Product Overview

Table 44. 11:11 Systems Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 45. 11:11 Systems SWOT Analysis

Table 46. 11:11 Systems Business Overview

Table 47. 11:11 Systems Recent Developments

Table 48. IBM Basic Information

Table 49. IBM Backup and Disaster Recovery Product Overview

Table 50. IBM Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 51. IBM SWOT Analysis

Table 52. IBM Business Overview

Table 53. IBM Recent Developments

Table 54. VMware Basic Information

Table 55. VMware Backup and Disaster Recovery Product Overview

Table 56. Vmware Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Vmware Business Overview

Table 58. Vmware Recent Developments

Table 59. AWS Basic Information

Table 60. AWS Backup and Disaster Recovery Product Overview

Table 61. AWS Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 62. AWS Business Overview

Table 63. AWS Recent Developments

Table 64. Zerto Basic Information

Table 65. Zerto Backup and Disaster Recovery Product Overview

Table 66. Zerto Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 67. Zerto Business Overview

Table 68. Zerto Recent Developments

Table 69. Arcserve Basic Information

Table 70. Arcserve Backup and Disaster Recovery Product Overview

Table 71. Arcserve Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Arcserve Business Overview

Table 73. Arcserve Recent Developments

Table 74. Carbonite Basic Information

Table 75. Carbonite Backup and Disaster Recovery Product Overview

Table 76. Carbonite Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Carbonite Business Overview

Table 78. Carbonite Recent Developments

Table 79. Ekco Basic Information

Table 80. Ekco Backup and Disaster Recovery Product Overview

Table 81. Ekco Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Ekco Business Overview

Table 83. Ekco Recent Developments

Table 84. Quorum Basic Information

Table 85. Quorum Backup and Disaster Recovery Product Overview

Table 86. Quorum Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Quorum Business Overview

Table 88. Quorum Recent Developments

Table 89. Datto Basic Information

Table 90. Datto Backup and Disaster Recovery Product Overview

Table 91. Datto Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 92. Datto Business Overview

Table 93. Datto Recent Developments

Table 94. Acronis Basic Information

Table 95. Acronis Backup and Disaster Recovery Product Overview

Table 96. Acronis Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 97. Acronis Business Overview

Table 98. Acronis Recent Developments

Table 99. Recovery Point Basic Information

Table 100. Recovery Point Backup and Disaster Recovery Product Overview

Table 101. Recovery Point Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 102. Recovery Point Business Overview

Table 103. Recovery Point Recent Developments

Table 104. TierPoint Basic Information

Table 105. TierPoint Backup and Disaster Recovery Product Overview

Table 106. TierPoint Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 107. TierPoint Business Overview

Table 108. TierPoint Recent Developments

Table 109. Expedient Basic Information

Table 110. Expedient Backup and Disaster Recovery Product Overview

Table 111. Expedient Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 112. Expedient Business Overview

Table 113. Expedient Recent Developments

Table 114. InterVision Basic Information

Table 115. InterVision Backup and Disaster Recovery Product Overview

Table 116. InterVision Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 117. InterVision Business Overview

Table 118. InterVision Recent Developments

Table 119. Unitrends Basic Information

Table 120. Unitrends Backup and Disaster Recovery Product Overview

Table 121. Unitrends Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Unitrends Business Overview

Table 123. Unitrends Recent Developments

Table 124. Flexential Basic Information

Table 125. Flexential Backup and Disaster Recovery Product Overview

Table 126. Flexential Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 127. Flexential Business Overview

Table 128. Flexential Recent Developments

Table 129. Webair Basic Information

Table 130. Webair Backup and Disaster Recovery Product Overview

Table 131. Webair Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 132. Webair Business Overview

Table 133. Webair Recent Developments

Table 134. PhoenixNAP Basic Information

Table 135. PhoenixNAP Backup and Disaster Recovery Product Overview

Table 136. PhoenixNAP Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 137. PhoenixNAP Business Overview

Table 138. PhoenixNAP Recent Developments

Table 139. BIOS ME Basic Information

Table 140. BIOS ME Backup and Disaster Recovery Product Overview

Table 141. BIOS ME Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 142. BIOS ME Business Overview

Table 143. BIOS ME Recent Developments

Table 144. Infracore Basic Information

Table 145. Infracore Backup and Disaster Recovery Product Overview

Table 146. Infracore Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 147. Infracore Business Overview

Table 148. Infracore Recent Developments

Table 149. Broadcom Basic Information

Table 150. Broadcom Backup and Disaster Recovery Product Overview

Table 151. Broadcom Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 152. Broadcom Business Overview

Table 153. Broadcom Recent Developments

Table 154. Sungard Availability Services Basic Information

Table 155. Sungard Availability Services Backup and Disaster Recovery Product Overview

Table 156. Sungard Availability Services Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 157. Sungard Availability Services Business Overview

Table 158. Sungard Availability Services Recent Developments

Table 159. BIOS Middle East Basic Information

Table 160. BIOS Middle East Backup and Disaster Recovery Product Overview

Table 161. BIOS Middle East Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 162. BIOS Middle East Business Overview

Table 163. BIOS Middle East Recent Developments

Table 164. CandW Business Basic Information

Table 165. CandW Business Backup and Disaster Recovery Product Overview

Table 166. CandW Business Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 167. CandW Business Business Overview

Table 168. CandW Business Recent Developments

Table 169. Thrive Basic Information

Table 170. Thrive Backup and Disaster Recovery Product Overview

Table 171. Thrive Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 172. Thrive Business Overview

Table 173. Thrive Recent Developments

Table 174. Nutanix Basic Information

Table 175. Nutanix Backup and Disaster Recovery Product Overview

Table 176. Nutanix Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 177. Nutanix Business Overview

Table 178. Nutanix Recent Developments

Table 179. Kaseya Basic Information

Table 180. Kaseya Backup and Disaster Recovery Product Overview

Table 181. Kaseya Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 182. Kaseya Business Overview

Table 183. Kaseya Recent Developments

Table 184. Druva Basic Information

Table 185. Druva Backup and Disaster Recovery Product Overview

Table 186. Druva Backup and Disaster Recovery Revenue (M USD) and Gross Margin (2020-2025)

Table 187. Druva Business Overview

Table 188. Druva Recent Developments

Table 189. Global Backup and Disaster Recovery Market Size Forecast by Region (2026-2035) & (M USD)

Table 190. North America Backup and Disaster Recovery Market Size Forecast by Country (2026-2035) & (M USD)

Table 191. Europe Backup and Disaster Recovery Market Size Forecast by Country (2026-2035) & (M USD)

Table 192. Asia Pacific Backup and Disaster Recovery Market Size Forecast by Region (2026-2035) & (M USD)

Table 193. South America Backup and Disaster Recovery Market Size Forecast by Country (2026-2035) & (M USD)

Table 194. Middle East and Africa Backup and Disaster Recovery Market Size Forecast by Country (2026-2035) & (M USD)

Table 195. Global Backup and Disaster Recovery Market Size Forecast by Type (2026-2035) & (M USD)

Table 196. Global Backup and Disaster Recovery Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Backup and Disaster Recovery
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Backup and Disaster Recovery Market Size (M USD), 2025-2035
- Figure 5. Global Backup and Disaster Recovery Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Backup and Disaster Recovery Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Backup and Disaster Recovery Product Life Cycle
- Figure 12. Global Backup and Disaster Recovery Revenue Share by Company in 2025
- Figure 13. Backup and Disaster Recovery Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Backup and Disaster Recovery Revenue in 2025
- Figure 15. Value Chain Map of Backup and Disaster Recovery
- Figure 16. Global Backup and Disaster Recovery Market PEST Analysis
- Figure 17. Global Backup and Disaster Recovery Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Backup and Disaster Recovery Market Share by Type
- Figure 20. Market Share of Backup and Disaster Recovery by Type (2020-2025)
- Figure 21. Global Backup and Disaster Recovery Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Backup and Disaster Recovery Market Share by Application
- Figure 24. Global Backup and Disaster Recovery Market Share by Application (2020-2025)
- Figure 25. Global Backup and Disaster Recovery Market Share by Application in 2024
- Figure 26. Global Backup and Disaster Recovery Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Backup and Disaster Recovery Market Size Market Share by Region (2020-2025)
- Figure 28. North America Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Backup and Disaster Recovery Market Size Market Share by Country in 2024

Figure 30. U.S. Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Backup and Disaster Recovery Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Backup and Disaster Recovery Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Backup and Disaster Recovery Market Share by Country in 2024

Figure 35. Germany Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Backup and Disaster Recovery Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Backup and Disaster Recovery Market Size Market Share by Region in 2024

Figure 42. China Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Backup and Disaster Recovery Market Size and Growth Rate (M USD)

Figure 48. South America Backup and Disaster Recovery Market Size Market Share by Country in 2024

Figure 49. Brazil Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Backup and Disaster Recovery Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Backup and Disaster Recovery Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Backup and Disaster Recovery Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Backup and Disaster Recovery Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Backup and Disaster Recovery Market Share Forecast by Type (2026-2035)

Figure 61. Global Backup and Disaster Recovery Market Share Forecast by Application (2026-2035)

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