

Global NAS Storage Device Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on NAS Storage Device competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. NAS storage device is a standalone device designed for data storage and sharing, providing file-level storage services over a standard network. It uses a dedicated operating system to allow multiple users or devices (such as PCs, mobile phones, servers) to access and manage stored data at the same time. The current NAS storage device market is welcoming important development opportunities, mainly benefiting from the explosive growth of data volume under the wave of digital transformation. The rapid popularization of 5G, AI and IoT technologies has significantly increased the demand for enterprise-level storage, especially in the fields of unstructured data processing such as video surveillance and medical imaging. At the same time, the rise of hybrid cloud architecture requires NAS devices to have both local high performance and cloud collaboration capabilities to meet the data management needs of modern enterprises. Market development faces challenges such as accelerated technology iteration and intensified competition in public cloud services. New technologies such as NVMe and distributed storage require manufacturers to continue to innovate, while the managed NAS solutions provided by cloud service providers are squeezing the traditional market space. In addition, data security threats and product homogeneity issues also restrict the development of the industry. Future trends show that NAS storage devices will evolve towards hyper-converged architecture, intelligent management and service-oriented models. Energy saving and environmental protection, AI-optimized storage performance and deep integration with the cloud native ecosystem will become the key for manufacturers to maintain their competitiveness. It is expected that NAS storage devices will continue to maintain an

important position in enterprise IT architecture, but continuous innovation is needed to adapt to rapidly changing market demands.

The global NAS Storage Device market size was estimated at USD 1578.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 24.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global NAS Storage Device 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 NAS Storage Device 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 NAS Storage Device market.

Global NAS Storage Device 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

Synology
QNAP
Buffalo Technology
ASUSTOR
TerraMaster
Hikvision
Huawei
Lenovo
UGREEN NAS
Beijing Tiandingxing Technology

Market Segmentation (by Type)

2-Bay
4-Bay
8-Bay
Others

Market Segmentation (by Application)

Home
Enterprise

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 NAS Storage Device Market
Overview of the regional outlook of the NAS Storage Device 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 NAS Storage Device 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 NAS Storage Device, 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

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of NAS Storage Device
- 1.2 Key Market Segments
 - 1.2.1 NAS Storage Device Segment by Type
 - 1.2.2 NAS Storage Device 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 NAS STORAGE DEVICE MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global NAS Storage Device Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global NAS Storage Device Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 NAS STORAGE DEVICE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global NAS Storage Device Product Life Cycle
- 3.3 Global NAS Storage Device Sales by Manufacturers (2020-2025)
- 3.4 Global NAS Storage Device Revenue Market Share by Manufacturers (2020-2025)
- 3.5 NAS Storage Device Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global NAS Storage Device Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 NAS Storage Device Market Competitive Situation and Trends
 - 3.8.1 NAS Storage Device Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest NAS Storage Device Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 NAS STORAGE DEVICE INDUSTRY CHAIN ANALYSIS

- 4.1 NAS Storage Device Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF NAS STORAGE DEVICE 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 NAS Storage Device Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to NAS Storage Device Market
- 5.7 ESG Ratings of Leading Companies

6 NAS STORAGE DEVICE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global NAS Storage Device Sales Market Share by Type (2020-2025)
- 6.3 Global NAS Storage Device Market Size by Type (2020-2025)
- 6.4 Global NAS Storage Device Price by Type (2020-2025)

7 NAS STORAGE DEVICE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global NAS Storage Device Market Sales by Application (2020-2025)
- 7.3 Global NAS Storage Device Market Size (M USD) by Application (2020-2025)

7.4 Global NAS Storage Device Sales Growth Rate by Application (2020-2025)

8 NAS STORAGE DEVICE MARKET SALES BY REGION

8.1 Global NAS Storage Device Sales by Region

8.1.1 Global NAS Storage Device Sales by Region

8.1.2 Global NAS Storage Device Sales Market Share by Region

8.2 Global NAS Storage Device Market Size by Region

8.2.1 Global NAS Storage Device Market Size by Region

8.2.2 Global NAS Storage Device Market Size by Region

8.3 North America

8.3.1 North America NAS Storage Device Sales by Country

8.3.2 North America NAS Storage Device Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe NAS Storage Device Sales by Country

8.4.2 Europe NAS Storage Device Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific NAS Storage Device Sales by Region

8.5.2 Asia Pacific NAS Storage Device Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America NAS Storage Device Sales by Country

8.6.2 South America NAS Storage Device Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa NAS Storage Device Sales by Region
- 8.7.2 Middle East and Africa NAS Storage Device Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 NAS STORAGE DEVICE MARKET PRODUCTION BY REGION

- 9.1 Global Production of NAS Storage Device by Region(2020-2025)
- 9.2 Global NAS Storage Device Revenue Market Share by Region (2020-2025)
- 9.3 Global NAS Storage Device Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America NAS Storage Device Production
 - 9.4.1 North America NAS Storage Device Production Growth Rate (2020-2025)
 - 9.4.2 North America NAS Storage Device Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe NAS Storage Device Production
 - 9.5.1 Europe NAS Storage Device Production Growth Rate (2020-2025)
 - 9.5.2 Europe NAS Storage Device Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan NAS Storage Device Production (2020-2025)
 - 9.6.1 Japan NAS Storage Device Production Growth Rate (2020-2025)
 - 9.6.2 Japan NAS Storage Device Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China NAS Storage Device Production (2020-2025)
 - 9.7.1 China NAS Storage Device Production Growth Rate (2020-2025)
 - 9.7.2 China NAS Storage Device Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Synology
 - 10.1.1 Synology Basic Information
 - 10.1.2 Synology NAS Storage Device Product Overview
 - 10.1.3 Synology NAS Storage Device Product Market Performance
 - 10.1.4 Synology Business Overview
 - 10.1.5 Synology SWOT Analysis

- 10.1.6 Synology Recent Developments
- 10.2 QNAP
 - 10.2.1 QNAP Basic Information
 - 10.2.2 QNAP NAS Storage Device Product Overview
 - 10.2.3 QNAP NAS Storage Device Product Market Performance
 - 10.2.4 QNAP Business Overview
 - 10.2.5 QNAP SWOT Analysis
 - 10.2.6 QNAP Recent Developments
- 10.3 Buffalo Technology
 - 10.3.1 Buffalo Technology Basic Information
 - 10.3.2 Buffalo Technology NAS Storage Device Product Overview
 - 10.3.3 Buffalo Technology NAS Storage Device Product Market Performance
 - 10.3.4 Buffalo Technology Business Overview
 - 10.3.5 Buffalo Technology SWOT Analysis
 - 10.3.6 Buffalo Technology Recent Developments
- 10.4 ASUSTOR
 - 10.4.1 ASUSTOR Basic Information
 - 10.4.2 ASUSTOR NAS Storage Device Product Overview
 - 10.4.3 ASUSTOR NAS Storage Device Product Market Performance
 - 10.4.4 ASUSTOR Business Overview
 - 10.4.5 ASUSTOR Recent Developments
- 10.5 TerraMaster
 - 10.5.1 TerraMaster Basic Information
 - 10.5.2 TerraMaster NAS Storage Device Product Overview
 - 10.5.3 TerraMaster NAS Storage Device Product Market Performance
 - 10.5.4 TerraMaster Business Overview
 - 10.5.5 TerraMaster Recent Developments
- 10.6 Hikvision
 - 10.6.1 Hikvision Basic Information
 - 10.6.2 Hikvision NAS Storage Device Product Overview
 - 10.6.3 Hikvision NAS Storage Device Product Market Performance
 - 10.6.4 Hikvision Business Overview
 - 10.6.5 Hikvision Recent Developments
- 10.7 Huawei
 - 10.7.1 Huawei Basic Information
 - 10.7.2 Huawei NAS Storage Device Product Overview
 - 10.7.3 Huawei NAS Storage Device Product Market Performance
 - 10.7.4 Huawei Business Overview
 - 10.7.5 Huawei Recent Developments

10.8 Lenovo

10.8.1 Lenovo Basic Information

10.8.2 Lenovo NAS Storage Device Product Overview

10.8.3 Lenovo NAS Storage Device Product Market Performance

10.8.4 Lenovo Business Overview

10.8.5 Lenovo Recent Developments

10.9 UGREEN NAS

10.9.1 UGREEN NAS Basic Information

10.9.2 UGREEN NAS NAS Storage Device Product Overview

10.9.3 UGREEN NAS NAS Storage Device Product Market Performance

10.9.4 UGREEN NAS Business Overview

10.9.5 UGREEN NAS Recent Developments

10.10 Beijing Tiandingxing Technology

10.10.1 Beijing Tiandingxing Technology Basic Information

10.10.2 Beijing Tiandingxing Technology NAS Storage Device Product Overview

10.10.3 Beijing Tiandingxing Technology NAS Storage Device Product Market

Performance

10.10.4 Beijing Tiandingxing Technology Business Overview

10.10.5 Beijing Tiandingxing Technology Recent Developments

11 NAS STORAGE DEVICE MARKET FORECAST BY REGION

11.1 Global NAS Storage Device Market Size Forecast

11.2 Global NAS Storage Device Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe NAS Storage Device Market Size Forecast by Country

11.2.3 Asia Pacific NAS Storage Device Market Size Forecast by Region

11.2.4 South America NAS Storage Device Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of NAS Storage Device by Country

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

12.1 Global NAS Storage Device Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of NAS Storage Device by Type (2026-2035)

12.1.2 Global NAS Storage Device Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of NAS Storage Device by Type (2026-2035)

12.2 Global NAS Storage Device Market Forecast by Application (2026-2035)

12.2.1 Global NAS Storage Device Sales (K Units) Forecast by Application

12.2.2 Global NAS Storage Device Market Size (M USD) Forecast by Application

(2026-2035)

13 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 NAS Storage Device Market Size by Type (M USD)
- Table 4. Global NAS Storage Device Market Size by Application
- Table 5. NAS Storage Device Market Size Comparison by Region (M USD)
- Table 6. Global NAS Storage Device Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global NAS Storage Device Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global NAS Storage Device Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global NAS Storage Device Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in NAS Storage Device as of 2025)
- Table 11. Global Market NAS Storage Device Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global NAS Storage Device Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. NAS Storage Device Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global NAS Storage Device Sales by Type (K Units)
- Table 27. Global NAS Storage Device Market Size by Type (M USD)
- Table 28. Global NAS Storage Device Sales (K Units) by Type (2020-2025)
- Table 29. Global NAS Storage Device Sales Market Share by Type (2020-2025)
- Table 30. Global NAS Storage Device Market Size (M USD) by Type (2020-2025)

- Table 31. Global NAS Storage Device Market Share by Type (2020-2025)
- Table 32. Global NAS Storage Device Price (USD/Unit) by Type (2020-2025)
- Table 33. Global NAS Storage Device Sales (K Units) by Application
- Table 34. Global NAS Storage Device Market Size by Application
- Table 35. Global NAS Storage Device Sales by Application (2020-2025) & (K Units)
- Table 36. Global NAS Storage Device Sales Market Share by Application (2020-2025)
- Table 37. Global NAS Storage Device Market Size by Application (2020-2025) & (M USD)
- Table 38. Global NAS Storage Device Market Share by Application (2020-2025)
- Table 39. Global NAS Storage Device Sales Growth Rate by Application (2020-2025)
- Table 40. Global NAS Storage Device Sales by Region (2020-2025) & (K Units)
- Table 41. Global NAS Storage Device Sales Market Share by Region (2020-2025)
- Table 42. Global NAS Storage Device Market Size by Region (2020-2025) & (M USD)
- Table 43. Global NAS Storage Device Market Size by Region (2020-2025)
- Table 44. North America NAS Storage Device Sales by Country (2020-2025) & (K Units)
- Table 45. North America NAS Storage Device Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe NAS Storage Device Sales by Country (2020-2025) & (K Units)
- Table 47. Europe NAS Storage Device Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific NAS Storage Device Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific NAS Storage Device Market Size by Region (2020-2025) & (M USD)
- Table 50. South America NAS Storage Device Sales by Country (2020-2025) & (K Units)
- Table 51. South America NAS Storage Device Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa NAS Storage Device Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa NAS Storage Device Market Size by Region (2020-2025) & (M USD)
- Table 54. Global NAS Storage Device Production (K Units) by Region(2020-2025)
- Table 55. Global NAS Storage Device Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global NAS Storage Device Revenue Market Share by Region (2020-2025)
- Table 57. Global NAS Storage Device Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America NAS Storage Device Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe NAS Storage Device Production (K Units), Revenue (US\$ Million),

Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan NAS Storage Device Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China NAS Storage Device Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Synology Basic Information

Table 63. Synology NAS Storage Device Product Overview

Table 64. Synology NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Synology Business Overview

Table 66. Synology SWOT Analysis

Table 67. Synology Recent Developments

Table 68. QNAP Basic Information

Table 69. QNAP NAS Storage Device Product Overview

Table 70. QNAP NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. QNAP Business Overview

Table 72. QNAP SWOT Analysis

Table 73. QNAP Recent Developments

Table 74. Buffalo Technology Basic Information

Table 75. Buffalo Technology NAS Storage Device Product Overview

Table 76. Buffalo Technology NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Buffalo Technology Business Overview

Table 78. Buffalo Technology SWOT Analysis

Table 79. Buffalo Technology Recent Developments

Table 80. ASUSTOR Basic Information

Table 81. ASUSTOR NAS Storage Device Product Overview

Table 82. ASUSTOR NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. ASUSTOR Business Overview

Table 84. ASUSTOR Recent Developments

Table 85. TerraMaster Basic Information

Table 86. TerraMaster NAS Storage Device Product Overview

Table 87. TerraMaster NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. TerraMaster Business Overview

Table 89. TerraMaster Recent Developments

Table 90. Hikvision Basic Information

- Table 91. Hikvision NAS Storage Device Product Overview
- Table 92. Hikvision NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Hikvision Business Overview
- Table 94. Hikvision Recent Developments
- Table 95. Huawei Basic Information
- Table 96. Huawei NAS Storage Device Product Overview
- Table 97. Huawei NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Huawei Business Overview
- Table 99. Huawei Recent Developments
- Table 100. Lenovo Basic Information
- Table 101. Lenovo NAS Storage Device Product Overview
- Table 102. Lenovo NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Lenovo Business Overview
- Table 104. Lenovo Recent Developments
- Table 105. UGREEN NAS Basic Information
- Table 106. UGREEN NAS NAS Storage Device Product Overview
- Table 107. UGREEN NAS NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. UGREEN NAS Business Overview
- Table 109. UGREEN NAS Recent Developments
- Table 110. Beijing Tiandingxing Technology Basic Information
- Table 111. Beijing Tiandingxing Technology NAS Storage Device Product Overview
- Table 112. Beijing Tiandingxing Technology NAS Storage Device Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Beijing Tiandingxing Technology Business Overview
- Table 114. Beijing Tiandingxing Technology Recent Developments
- Table 115. Global NAS Storage Device Sales Forecast by Region (2026-2035) & (K Units)
- Table 116. Global NAS Storage Device Market Size Forecast by Region (2026-2035) & (M USD)
- Table 117. North America NAS Storage Device Sales Forecast by Country (2026-2035) & (K Units)
- Table 118. North America NAS Storage Device Market Size Forecast by Country (2026-2035) & (M USD)
- Table 119. Europe NAS Storage Device Sales Forecast by Country (2026-2035) & (K Units)

Table 120. Europe NAS Storage Device Market Size Forecast by Country (2026-2035) & (M USD)

Table 121. Asia Pacific NAS Storage Device Sales Forecast by Region (2026-2035) & (K Units)

Table 122. Asia Pacific NAS Storage Device Market Size Forecast by Region (2026-2035) & (M USD)

Table 123. South America NAS Storage Device Sales Forecast by Country (2026-2035) & (K Units)

Table 124. South America NAS Storage Device Market Size Forecast by Country (2026-2035) & (M USD)

Table 125. Middle East and Africa NAS Storage Device Sales Forecast by Country (2026-2035) & (Units)

Table 126. Middle East and Africa NAS Storage Device Market Size Forecast by Country (2026-2035) & (M USD)

Table 127. Global NAS Storage Device Sales Forecast by Type (2026-2035) & (K Units)

Table 128. Global NAS Storage Device Market Size Forecast by Type (2026-2035) & (M USD)

Table 129. Global NAS Storage Device Price Forecast by Type (2026-2035) & (USD/Unit)

Table 130. Global NAS Storage Device Sales (K Units) Forecast by Application (2026-2035)

Table 131. Global NAS Storage Device Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of NAS Storage Device
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global NAS Storage Device Market Size (M USD), 2025-2035
- Figure 5. Global NAS Storage Device Market Size (M USD) (2020-2035)
- Figure 6. Global NAS Storage Device Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. NAS Storage Device Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global NAS Storage Device Product Life Cycle
- Figure 13. NAS Storage Device Sales Share by Manufacturers in 2025
- Figure 14. Global NAS Storage Device Revenue Share by Manufacturers in 2025
- Figure 15. NAS Storage Device Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market NAS Storage Device Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by NAS Storage Device Revenue in 2025
- Figure 18. Industry Chain Map of NAS Storage Device
- Figure 19. Global NAS Storage Device Market PEST Analysis
- Figure 20. Global NAS Storage Device Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global NAS Storage Device Market Share by Type
- Figure 27. Sales Market Share of NAS Storage Device by Type (2020-2025)
- Figure 28. Sales Market Share of NAS Storage Device by Type in 2025
- Figure 29. Market Share of NAS Storage Device by Type (2020-2025)
- Figure 30. Market Share of NAS Storage Device by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global NAS Storage Device Market Share by Application

- Figure 33. Global NAS Storage Device Sales Market Share by Application (2020-2025)
- Figure 34. Global NAS Storage Device Sales Market Share by Application in 2025
- Figure 35. Global NAS Storage Device Market Share by Application (2020-2025)
- Figure 36. Global NAS Storage Device Market Share by Application in 2025
- Figure 37. Global NAS Storage Device Sales Growth Rate by Application (2020-2025)
- Figure 38. Global NAS Storage Device Sales Market Share by Region (2020-2025)
- Figure 39. Global NAS Storage Device Market Size by Region (2020-2025)
- Figure 40. North America NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America NAS Storage Device Sales Market Share by Country in 2024
- Figure 43. North America NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America NAS Storage Device Market Size by Country in 2024
- Figure 45. U.S. NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada NAS Storage Device Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada NAS Storage Device Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico NAS Storage Device Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico NAS Storage Device Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe NAS Storage Device Sales Market Share by Country in 2024
- Figure 53. Europe NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe NAS Storage Device Market Size by Country in 2024
- Figure 55. Germany NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific NAS Storage Device Sales and Growth Rate (K Units)

Figure 66. Asia Pacific NAS Storage Device Sales Market Share by Region in 2024

Figure 67. Asia Pacific NAS Storage Device Market Size by Region in 2024

Figure 68. China NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America NAS Storage Device Sales and Growth Rate (K Units)

Figure 79. South America NAS Storage Device Sales Market Share by Country in 2024

Figure 80. South America NAS Storage Device Market Size and Growth Rate (M USD)

Figure 81. South America NAS Storage Device Market Size by Country in 2024

Figure 82. Brazil NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa NAS Storage Device Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa NAS Storage Device Sales Market Share by Region in 2024

Figure 90. Middle East and Africa NAS Storage Device Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa NAS Storage Device Market Size by Region in 2024

Figure 92. Saudi Arabia NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa NAS Storage Device Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa NAS Storage Device Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global NAS Storage Device Production Market Share by Region (2020-2025)

Figure 103. North America NAS Storage Device Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe NAS Storage Device Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan NAS Storage Device Production (K Units) Growth Rate (2020-2025)

Figure 106. China NAS Storage Device Production (K Units) Growth Rate (2020-2025)

Figure 107. Global NAS Storage Device Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global NAS Storage Device Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global NAS Storage Device Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global NAS Storage Device Market Share Forecast by Type (2026-2035)

Figure 111. Global NAS Storage Device Sales Forecast by Application (2026-2035)

Figure 112. Global NAS Storage Device Market Share Forecast by Application
(2026-2035)

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