

Global Data Backup and Recovery Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GD6BBF9B024FEN.html>

Date: January 2026

Pages: 140

Price: US\$ 4,480.00 (Single User License)

ID: GD6BBF9B024FEN

Abstracts

The global Data Backup and Recovery market size is expected to reach \$ 15467 million by 2032, rising at a market growth of 9.5% CAGR during the forecast period (2026-2032).

Data backup and recovery is a type of commercial software system used for replicating, storing, protecting, and rapidly recovering digital information. Through regular data replication, version management, incremental/differential backups, snapshot technology, and automated recovery processes, it ensures that enterprises can promptly recover critical data in the event of system failures, cyberattacks, data corruption, or accidental deletion, guaranteeing business continuity and data integrity. This type of software can be deployed in on-premises data centers, hybrid environments, or the cloud, and supports Disaster Recovery as a Service (DRaaS) and Backup as a Service (BaaS) models. It is widely used in enterprise IT, cloud service providers, finance, telecommunications, healthcare, and other industries. The global gross margin for data backup and recovery is projected to be approximately 60%-80% in 2025.

Veeam, Veritas Technologies, Commvault, Acronis, Kaseya (Unitrends), Datto, Netapp, and Code42 are among the major developers in the global data backup and recovery software market. The top 10 companies accounted for 55% of the global market in 2025. The United States is the largest region, accounting for approximately 43% of the global market, while Europe and China accounted for approximately 25.7% and 6.7%, respectively. In the current wave of digital transformation, data has become one of the most core assets for enterprises, and the importance of data backup and recovery software continues to rise. With the rapid expansion of enterprise business systems, cloud applications, and edge computing environments, data volume is growing exponentially, and traditional manual backup methods are no longer sufficient to meet compliance, security, and availability requirements. Frequent ransomware attacks and

data breaches have strengthened enterprises' emphasis on automated, end-to-end backup and disaster recovery capabilities. The adoption of cloud computing, hybrid cloud, and multi-cloud strategies is further driving demand for cloud backup, disaster recovery as a service (DRaaS), and backup as a service (BaaS) solutions, propelling the overall market to steady growth. Despite the positive overall outlook, the market still faces several challenges. First, the needs of enterprises of different sizes vary significantly, especially for SMEs which are cost-sensitive, while the deployment, integration, and training costs of enterprise-grade software are high, hindering widespread adoption. Second, data sovereignty and privacy laws (such as GDPR) impose stringent requirements on cross-border data storage, requiring cross-regional service providers to invest more resources in ensuring compliance. Meanwhile, the backup and recovery ecosystem continues to evolve, intensifying competition. Vendors need to continuously improve the intelligence, automation, and performance optimization capabilities of their products to maintain differentiated competitiveness. At the application level, the demand patterns for data backup and recovery solutions are changing across multiple industries. The financial, healthcare, and government sectors have higher requirements for business continuity and disaster recovery strategies, tending to introduce advanced levels of automated recovery and anomaly detection capabilities. The manufacturing and retail industries are also introducing real-time data protection platforms in their digital supply chains to reduce the risk of business interruption. Cloud-native enterprises and SaaS platform users prefer cloud-based backup services due to their ease of scalability and pay-as-you-go model. With the introduction of artificial intelligence and machine learning technologies, intelligent predictive backup and recovery strategies will become the next growth point, helping enterprises optimize storage resources and recovery time.

This report studies the global Data Backup and Recovery demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Data Backup and Recovery, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Data Backup and Recovery that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Data Backup and Recovery total market, 2021-2032, (USD Million)

Global Data Backup and Recovery total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Data Backup and Recovery total market, key domestic companies, and share, (USD Million)

Global Data Backup and Recovery revenue by player, revenue and market share

2021-2026, (USD Million)

Global Data Backup and Recovery total market by Type, CAGR, 2021-2032, (USD Million)

Global Data Backup and Recovery total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Data Backup and Recovery market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Veritas Technologies, Veeam, Acronis, Arcserve, Netapp, Code42?Previously CrashPlan?, Commvault, Kaseya (Unitrends), Datto, Zoolz (Genie9), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Data Backup and Recovery market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Data Backup and Recovery Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Data Backup and Recovery Market, Segmentation by Type:

On-Premise

Cloud

Hybrid

Global Data Backup and Recovery Market, Segmentation by Product:

BaaS (Backup as a Service)

DRaaS (Disaster Recovery as a Service)

Others

Global Data Backup and Recovery Market, Segmentation by Users:

Large Enterprise

SME

Individual

Global Data Backup and Recovery Market, Segmentation by Application:

Banking, Financial Services and Insurance

Telecom, IT and ITes

Government and Defense

Ecommerce

Healthcare

Energy and Power

Others

Companies Profiled:

Veritas Technologies

Veeam

Acronis

Arcserve

Netapp

Code42?Previously CrashPlan?

Commvault

Kaseya (Unitrends)

Datto

Zoolz (Genie9)

Wondershare Recoverit

Softland

NTI Corporation

EasyUS

IBM

Dell

MSP360

Carbonite (OpenText)

Key Questions Answered

1. How big is the global Data Backup and Recovery market?
2. What is the demand of the global Data Backup and Recovery market?
3. What is the year over year growth of the global Data Backup and Recovery market?
4. What is the total value of the global Data Backup and Recovery market?
5. Who are the Major Players in the global Data Backup and Recovery market?
6. What are the growth factors driving the market demand?

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