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Global Endpoint Cloud Backup Solution Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Endpoint Cloud Backup Solution market size was valued at US$ 1755 million in 2025 and is forecast to a readjusted size of US$ 3123 million by 2032 with a CAGR of 8.5% during review period.

Endpoint Cloud Backup Solution refers to business-oriented software platforms and managed services that protect data stored on desktops, laptops and professional workstations by creating independently recoverable copies in vendor-operated clouds, MSP-managed environments, private clouds or customer-selected object storage. The solution generally uses a lightweight endpoint agent, operating-system snapshot mechanism or controlled desktop client to perform scheduled, continuous or policy-triggered file-level, folder-level, profile-level or full-image backups. Core capabilities typically include incremental data transfer, compression, deduplication, encryption, bandwidth control, version retention, centralized policy administration, endpoint health monitoring, role-based access, immutable or deletion-protected recovery points, audit records and self-service or administrator-initiated restoration. More advanced products support bare-metal recovery, replacement-device migration, legal hold, long-term retention and integration with endpoint management or cybersecurity platforms. This study focuses on commercially deployed solutions serving enterprises, public institutions, managed service providers, small and medium-sized businesses and professional users requiring centrally controlled protection of distributed endpoint data.

Key Findings

North America represents approximately 54%–59% of narrow-scope revenue

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and remains the largest regional market

Europe contributes roughly 24%–28%, supported by data-sovereignty, private-cloud and regulated-industry demand

Asia-Pacific accounts for about 11%–15%, with regional supply remaining comparatively fragmented

The top 30 confirmed suppliers generate approximately 84%–85% of narrow-scope market revenue

Vendor-hosted backup services and MSP multitenant platforms form the principal commercial delivery models

Market Trends

Endpoint Cloud Backup Solution is moving from basic file replication toward integrated cyber-resilience, compliance and endpoint lifecycle management. Product development is increasingly centered on direct-to-cloud protection, immutable recovery points, identity separation, anomaly detection, recovery validation and centralized management across geographically dispersed devices. File-level backup remains important for routine data recovery, while hybrid products combining granular restoration with system-image or bare-metal recovery are gaining strategic value among customers that need faster device replacement and ransomware recovery. The market is also converging with endpoint management, remote monitoring, security and SaaS data protection. CrashPlan’s acquisition of Parablu expanded its platform from endpoint protection into server and cloud-application backup, while NinjaOne’s acquisition of Dropsuite supports a unified endpoint, server and SaaS protection strategy.

Market Dynamics

Drivers

Growth is primarily supported by hybrid working models, increasingly distributed corporate data and the need to recover endpoint information after ransomware, device loss, hardware failure or accidental deletion. Traditional backup architectures that rely on office networks or local backup servers are less effective when employees work

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remotely, whereas internet-connected agents can apply policies and transmit incremental data without continuous headquarters connectivity. Cybersecurity guidance emphasizing encrypted, protected and regularly tested backups is also raising the strategic importance of independently recoverable endpoint copies. CISA recommends maintaining offline or otherwise protected backups, using encryption and immutability where appropriate, and regularly testing restoration procedures.

Restraints

Market expansion is constrained by competition from file synchronization, collaboration storage, operating-system backup functions and broader IT platforms that bundle limited backup features at little visible incremental cost. Buyers may perceive endpoint backup as a commodity until a recovery event occurs, creating pricing pressure and long sales cycles for premium resilience capabilities. Cloud storage consumption, data-egress charges, long retention periods and full-image protection can increase service delivery costs. Data residency, privacy requirements and restrictions on cross-border data movement can also complicate the deployment of globally standardized cloud services, particularly for government, financial, healthcare and other regulated customers.

Opportunities

The most attractive opportunities are emerging in managed service delivery, regulated industries, intellectual-property-intensive organizations and enterprises seeking to consolidate endpoint, server and SaaS protection. MSP-oriented vendors can expand through multitenant administration, white-label services and packaged offerings combining backup with endpoint management, patching, security and disaster recovery. Private-cloud, sovereign-cloud and customer-managed object-storage models provide additional opportunities where organizations require greater control over storage location and encryption keys. Legal hold, searchable archives, replacement-device migration and automated recovery testing can further increase revenue per protected endpoint by extending the product beyond conventional backup.

Challenges

Long-term challenges include proving that stored recovery points are clean, complete and recoverable rather than merely demonstrating that backup jobs have completed. Suppliers must maintain reliable endpoint agents across frequent Windows and macOS

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updates, heterogeneous network conditions and devices that may remain offline for extended periods. They must also control cloud infrastructure costs while supporting large files, long retention windows and ransomware-resistant storage. Product differentiation is becoming more difficult as endpoint management, cybersecurity and data-protection platforms converge. Smaller suppliers face additional pressure from security certification requirements, channel concentration, customer-support costs and the purchasing preference for consolidated IT platforms.

Value Chain Analysis

The upstream value chain consists of public-cloud infrastructure, object-storage platforms, data-center capacity, content-delivery and network services, encryption technologies, endpoint operating-system interfaces and security components used to protect credentials and recovery points. These inputs determine storage economics, data-transfer performance, regional availability and the ability to offer immutability or customer-controlled encryption. Midstream participants develop endpoint agents, backup engines, policy consoles, deduplication and compression technologies, multitenant administration, recovery workflows and integrations with RMM, UEM, EDR, identity and service-management systems. Products may be operated directly as vendor-hosted SaaS, licensed to MSPs, deployed in private clouds or connected to customer-selected storage.

Downstream value is created through direct enterprise sales, digital subscriptions, distributors, MSPs, MSSPs, telecom operators and IT service providers. The principal cost items are cloud storage, data transfer, software engineering, cybersecurity, compliance certification, technical support and channel incentives. Profitability depends on customer retention, storage efficiency, support intensity, endpoint density per customer and the supplier’s ability to sell higher-value recovery, compliance and management functions. Vendors using efficient incremental transfer and deduplication can improve gross margins, while providers serving highly regulated customers may obtain higher contract values but incur greater security, deployment and support costs.

Segment Insights

Vendor-hosted Backup as a Service and MSP-hosted multitenant backup constitute the principal commercial segments because they reduce the need for customers to maintain dedicated backup infrastructure and enable centralized management of distributed endpoints. Vendor-hosted platforms are particularly relevant to enterprises and

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organizations seeking standardized security, policy and compliance controls, while multitenant products are central to the SMB market served through MSPs. Customer-managed public-cloud and private-cloud models represent a smaller but strategically important segment among customers requiring control over data location, storage providers or encryption keys.

By backup granularity, file-and-folder protection addresses the widest range of routine recovery requirements and generally offers lower infrastructure consumption. Full-image and hybrid file-and-image products tend to support higher-value use cases such as device replacement, operating-system failure and bare-metal recovery. Solutions providing immutability, long-term retention, legal hold or recovery validation can command stronger positioning because they address cybersecurity and governance requirements rather than simple storage replication.

Downstream Market Opportunities

Remote and hybrid workforces remain the broadest application base, but the strongest value opportunities are found where endpoint data has high operational, legal or intellectual-property importance. Engineering, architecture, media production, legal services, education, research, healthcare and financial organizations often retain substantial data on employee workstations even after adopting cloud applications. MSPs represent an important route to smaller customers that lack internal backup specialists, while large enterprises offer opportunities for centralized policy enforcement, data-residency controls and integration with security operations. Device migration, employee offboarding, legal hold and cyber-recovery services can expand the addressable value beyond routine file restoration.

Regional Insights

North America is the largest regional market, representing an estimated 54%–59% of narrow-scope revenue. The region benefits from a dense supplier base, high SaaS adoption, mature MSP channels and strong demand for cyber-resilience solutions. It is also the principal center for enterprise cloud-native platforms, MSP-oriented products and integrated endpoint-management offerings. Europe contributes approximately 24%–28%, with relatively stronger demand for private-cloud deployment, sovereign storage, regional data residency and compliance-oriented functionality.

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Asia-Pacific accounts for an estimated 11%–15% and presents significant expansion potential from a smaller base. Japan supports local-language computer-backup providers, Taiwan combines cloud backup with NAS and private-cloud ecosystems, India supplies both product development capability and independent backup platforms, while China has established desktop-backup and enterprise data-protection vendors but relatively few pure cloud-native endpoint specialists. Latin America, the Middle East and Africa are more dependent on global vendors, telecommunications providers and local MSPs using white-label technology.

Competitive Landscape Analysis

The competitive landscape is moderately concentrated but structurally diverse. The top 30 confirmed suppliers account for approximately 84%–85% of narrow-scope revenue, although no single vendor dominates enterprise direct sales, MSP delivery, SMB subscriptions, private cloud and customer-managed object storage simultaneously. Global enterprise platforms compete through security, compliance, data residency, legal hold and large-scale administration. MSP-focused suppliers differentiate through multitenancy, white-label deployment, per-endpoint economics and integration with RMM or endpoint-management systems, while regional and SMB-oriented vendors emphasize simple deployment, transparent pricing and local service. Strategic consolidation is increasing as endpoint management, SaaS backup and data protection converge: CrashPlan acquired Parablu in 2024 to broaden coverage across endpoints, servers and cloud applications, and NinjaOne completed its acquisition of Dropsuite in June 2025 to expand unified data-protection capabilities. Future competition will increasingly depend on verified recovery, ransomware-resistant storage, cross-platform agent reliability and the ability to integrate backup into broader cybersecurity and IT operations workflows.

Report Scope

This report is a detailed and comprehensive analysis for global Endpoint Cloud Backup Solution market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

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Key Features:

Global Endpoint Cloud Backup Solution market size and forecasts, in consumption value ($ Million), 2021-2032

Global Endpoint Cloud Backup Solution market size and forecasts by region and country, in consumption value ($ Million), 2021-2032

Global Endpoint Cloud Backup Solution market size and forecasts, by Type and by Application, in consumption value ($ Million), 2021-2032

Global Endpoint Cloud Backup Solution market shares of main players, in revenue ($ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Endpoint Cloud Backup Solution

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Endpoint Cloud Backup Solution 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 Druva Inc., Acronis International GmbH, Open Text Corporation, CrashPlan Group LLC, Commvault Systems, Inc., Kaseya Ltd. (Datto), N-able, Inc., Veeam Software Group GmbH, IDrive Inc., NinjaOne, LLC, etc.

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

Endpoint Cloud Backup Solution market is split by Type and by Application. For the

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period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segmentation

Market segment by Type

Vendor-hosted Backup as a Service

MSP-hosted Multitenant Backup

Customer-managed Public Cloud Backup

Others

Market segment by Backup Granularity

File and Folder Backup

Full Image and System Backup

Hybrid File and Image Backup

Others

Market segment by Recovery Capability

File-level Recovery

Device and Profile Migration

Bare-metal Recovery

Cloud Virtualization and DR

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Others

Market segment by Application

Remote and Hybrid Workforce Protection

Ransomware and Cyber Recovery

Device Loss

Others

Market segment by players, this report covers

Druva Inc.

Acronis International GmbH

Open Text Corporation

CrashPlan Group LLC

Commvault Systems, Inc.

Kaseya Ltd. (Datto)

N-able, Inc.

Veeam Software Group GmbH

IDrive Inc.

NinjaOne, LLC

Axcient, LLC

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MSP360

Infrascale, Inc.

Redstor Limited

CTERA Networks Ltd.

Backblaze, Inc.

Vembu Technologies Pvt. Ltd.

Dropbox, Inc.

Comet Backup Ltd.

Synology Inc.

Arcserve, LLC

FileCloud

Ahsay

Asigra Inc.

Genie9 Ltd. (Zoolz)

AOMEI

EaseUS Software

Retrospect, Inc.

Jotta AS

AOS DATA, Inc.

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Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Endpoint Cloud Backup Solution product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Endpoint Cloud Backup Solution, with revenue, gross margin, and global market share of Endpoint Cloud Backup Solution from 2021 to 2026.

Chapter 3, the Endpoint Cloud Backup Solution competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026.and Endpoint Cloud Backup Solution market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Endpoint Cloud Backup Solution.

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Chapter 13, to describe Endpoint Cloud Backup Solution research findings and conclusion.

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