

Global White Box Servers Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global White Box Servers market size is expected to reach \$ 78570 million by 2032, rising at a market growth of 9.5% CAGR during the forecast period (2026-2032).

A white box server refers to customized servers that are either home built, or built by white box suppliers called ODMs (Original Design Manufacturers) such as Supermicro. The term white box simply means that the equipment is unbranded or generic. All parts are purchased separately which helps cut costs as well as provides hobbyists and data center professionals alike more customization to better fit their needs. The ease of customization allows for individual parts to be replaced, rather than replacing the entire server when equipment fails. It is characterized by cheap price, unified purchase, high degree of customization, and at the same time, it can save unnecessary power and energy.

Global white box servers key players include Quanta, Wistron, Inventec, etc. Global top 5 manufacturers hold a share over 95%. North America is the largest market, with a share about 50%, followed by Asia-Pacific, have a share over 25 percent. In terms of product, rack-mount server is the largest segment, with a share about 75%. And in terms of application, the largest application is internet, followed by telecommunications.

Drivers:

1. Cost-effectiveness: White box servers typically offer higher cost-performance ratios compared to branded servers, as they eliminate premium branding and service fees. This attracts cost-sensitive enterprises and hyper-scale data center operators, particularly cloud service providers and large internet companies.
2. Flexibility and customization: Users can flexibly select components such as CPUs, memory, and hard drives based on specific needs, optimizing hardware configurations.

This is especially important for businesses with particular performance requirements or those looking to optimize their Total Cost of Ownership (TCO).

3. Open-source hardware ecosystem: The rise of open-source hardware initiatives like the Open Compute Project (OCP) has promoted standardized and modular designs, reducing development and deployment costs for white box servers while enhancing interoperability and maintainability.
4. Growth in cloud computing and big data: The explosive growth of cloud services and big data applications necessitates scalable and high-performance server infrastructure in data centers. White box servers, with their cost efficiency and flexibility, have become the preferred choice.

Market Trends:

1. Software-defined infrastructure: As software-defined computing, storage, and networking become prevalent, server hardware is increasingly commoditized, with the software layer becoming the key differentiator. This pushes the white box server market towards greater openness and flexibility.
2. Rise of edge computing: The rapid development of edge computing, which requires deploying compute resources near data sources, presents new market opportunities for white box servers with their rapid deployment capabilities and high customization.
3. Artificial Intelligence and Machine Learning: The escalating demand for computational power from AI and ML applications has led the white box server market to introduce server solutions optimized for these applications, meeting the needs for high compute density and performance.

Industry Constraints:

1. Technical support and after-sales service: Compared to branded servers, white box servers may be at a disadvantage in terms of technical support and after-sales maintenance, which could affect customers who prioritize service guarantees.
2. Standardization issues: While organizations like OCP promote standardization, compatibility issues among different white box servers can still arise in practical applications, affecting deployment efficiency and maintenance costs.
3. Security and quality concerns: Some enterprises are cautious about the security and quality control of non-branded servers, fearing potential data breaches and hardware failure rates, especially when handling sensitive information or running critical operations.
4. Supply chain management challenges: Direct procurement of components and assembly of servers increases the complexity of supply chain management, demanding higher procurement capabilities and supply chain agility from businesses.

In summary, the white box server market is rapidly evolving under the drive of cost-effectiveness and customization demands, adapting to trends such as software-defined infrastructure and edge computing. Nevertheless, it also needs to address challenges related to after-sales service, standardization, and security.

This report studies the global White Box Servers production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for White Box Servers 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 White Box Servers that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global White Box Servers total production and demand, 2021-2032, (K Units)

Global White Box Servers total production value, 2021-2032, (USD Million)

Global White Box Servers production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global White Box Servers consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: White Box Servers domestic production, consumption, key domestic manufacturers and share

Global White Box Servers production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global White Box Servers production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global White Box Servers production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global White Box Servers market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Quanta, Inventec, Wistron, Hon Hai, MiTAC, Compal Electronics, Super Micro Computer, ZT Systems, Celestica, Hyve Solutions, 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 White Box Servers market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, 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 White Box Servers Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global White Box Servers Market, Segmentation by Type:

Rack-mount Server

Blade Server

Whole Cabinet Server

Global White Box Servers Market, Segmentation by Application:

Internet

Telecommunications

Others

Companies Profiled:

Quanta

Inventec

Wistron

Hon Hai

MiTAC

Compal Electronics

Super Micro Computer

ZT Systems

Celestica

Hyve Solutions

Thinkmate

Key Questions Answered:

1. How big is the global White Box Servers market?
2. What is the demand of the global White Box Servers market?
3. What is the year over year growth of the global White Box Servers market?
4. What is the production and production value of the global White Box Servers market?

5. Who are the key producers in the global White Box Servers market?
6. What are the growth factors driving the market demand?

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