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Global White Box Servers Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global White Box Servers market size was valued at US$ 38480 million in 2024 and is forecast to a readjusted size of USD 72230 million by 2031 with a CAGR of 9.5% during review period.

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,

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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.

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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 is a detailed and comprehensive analysis for global White Box Servers market. Both quantitative and qualitative analyses are presented by manufacturers, 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.

Key Features:

Global White Box Servers market size and forecasts, in consumption value ($ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global White Box Servers market size and forecasts by region and country, in consumption value ($ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global White Box Servers market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

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Global White Box Servers market shares of main players, shipments in revenue ($ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

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 White Box Servers

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 White Box Servers market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

White Box Servers market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Rack-mount Server

Blade Server

Whole Cabinet Server

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Market segment by Application

- Internet
- Telecommunications
- Others

Major players covered

- Quanta
- Inventec
- Wistron
- Hon Hai
- MiTAC
- Compal Electronics
- Super Micro Computer
- ZT Systems
- Celestica
- Hyve Solutions
- Thinkmate

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe White Box Servers product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of White Box Servers, with price, sales quantity, revenue, and global market share of White Box Servers from 2020 to 2025.

Chapter 3, the White Box Servers competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the White Box Servers breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025.and White Box Servers market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of White Box Servers.

Chapter 14 and 15, to describe White Box Servers sales channel, distributors, customers, research findings and conclusion.

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