

Global Whitebox Servers Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Whitebox 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. White box servers are increasingly being used by the Open Computer Project (OCP) which was developed by Facebook. White box servers are usually purchased in bulk quantities from suppliers called original design manufacturers (ODMs). An ODM typically builds their servers with commercial off-the-shelf (COTS) components that can be assembled in slightly different ways or upgraded to provide the customer with a degree of system customization. Although it is feasible for an organization to construct and customize a white box server in-house from commercially available retail computer parts, an ODM can manufacture and deliver customized servers faster and perhaps offer warranty protection for parts. The drawback of choosing a white box server over a standard OEM server, is that they are less reliable and the components often lack redundancy. White box servers lower their risks of downtime by using clustering techniques for deployment. A cluster enables high availability in a computer system by grouping servers together to act like as a single system. With this in mind, a company should do a strong evaluation on the pros in cons of deploying white box servers to ensure that it is actually cost-effective.

White box servers are usually purchased in bulk quantities from suppliers called original

design manufacturers (ODMs). An ODM typically builds their servers with commercial off-the-shelf (COTS) components that can be assembled in slightly different ways or upgraded to provide the customer with a degree of system customization. Although it is feasible for an organization to construct and customize a white box server in-house from commercially available retail computer parts, an ODM can manufacture and deliver customized servers faster and perhaps offer warranty protection for parts. Affected by the trade war, corporate investment is too conservative, and product prices have fallen. The growth rate of the white box server market in 2019 slowed down, almost the same as the market in 2018. With the gradual maturity of the 5G environment, the characteristics of 5G high bandwidth, low latency and large data volume transmission have prompted telecom operators to greatly improve the efficiency of network layout. The use of open architecture to deploy communication infrastructure has become a fast way to enter the 5G era. Data center demand from telecom operators is considered to be one of the important drivers for accelerating the market for white-label servers. Cloud computing companies stock up in advance in order to avoid the supply chain being cut off due to the impact of the new crown pneumonia epidemic. The active investment of cloud computing companies has a good role in promoting the growth of the market. The factors which are driving the growth of market include low cost and high degree of customization, increasing adoption of white box servers among end users, growing number of data centers, and rising adoption of Open Platforms such as Open Compute Project, Project Scorpio, and so on. Increase in the demand for micro servers from data centers provides ample of opportunities for the white box server market. The drawback of choosing a white box server over a standard OEM server, is that they are less reliable and the components often lack redundancy. White box servers lower their risks of downtime by using clustering techniques for deployment. A cluster enables high availability in a computer system by grouping servers together to act like as a single system. With this in mind, a company should do a strong evaluation on the pros in cons of deploying white box servers to ensure that it is actually cost-effective. Quanta dominated the market, with accounted for 33.48% of the White Box Server revenue market share in 2022. Inventec, Wistron are the key players and accounted for 27.54%, 22.74% respectively of the overall White Box Server market share in 2022. Global giant market mainly distributed in North America and Europe. It has unshakable status in this field. The data center is the major end-user segment in the white box server market and is expected to dominate in coming years as well. The market for data centers is booming, and this segment purchases the servers in bulk quantities which mean cost is one of the most important parameters. White box vendors offer low-cost servers compared to OEMs and also offer high degree of customization to end users.

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

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Whitebox 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, Wistron, Inventec, Hon Hai, MiTAC, Celestica, Super Micro Computer, Compal Electronics, Pegatron, ZT Systems, 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 Whitebox 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 Whitebox Servers Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Whitebox Servers Market, Segmentation by Type:

Rack-mount Server

Blade Server

Whole Cabinet Server

Global Whitebox Servers Market, Segmentation by Application:

Internet

Telecommunications

Others

Companies Profiled:

Quanta

Wistron

Inventec

Hon Hai

MiTAC

Celestica

Super Micro Computer

Compal Electronics

Pegatron

ZT Systems

Hyve Solutions

Thinkmate

Key Questions Answered:

1. How big is the global Whitebox Servers market?
2. What is the demand of the global Whitebox Servers market?
3. What is the year over year growth of the global Whitebox Servers market?
4. What is the production and production value of the global Whitebox Servers market?
5. Who are the key producers in the global Whitebox Servers market?
6. What are the growth factors driving the market demand?

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