

Global Whitebox 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 Whitebox 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. 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 is a detailed and comprehensive analysis for global Whitebox 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 Whitebox Servers market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Whitebox 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 Whitebox 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

Global Whitebox 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 Whitebox 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 Whitebox 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, 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.

Market Segmentation

Whitebox 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

Market segment by Application

Internet

Telecommunications

Others

Major players covered

Quanta

Wistron

Inventec

Hon Hai

MiTAC

Celestica

Super Micro Computer

Compal Electronics

Pegatron

ZT Systems

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)

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 Whitebox Servers product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Whitebox 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 Whitebox 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 Whitebox Servers.

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

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