

Green IT Services Market Size, Share & Trends Analysis Report By Type (Software, Services), By Deployment (Cloud, On-premises), By End-use (IT & Telecommunications, Healthcare & Life Sciences), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Green IT Services Market Size & Trends

The global green IT services market size was estimated at USD 19.02 billion in 2024 and is expected to grow at a CAGR of 16.0% from 2025 to 2030. Various factors such as growth of data centers and cloud computing, the emergence of smart technologies, and the increasing demand for carbon-neutral operations, are primarily driving the growth of the green IT services market. Moreover, integration of renewable energy, advancements in technology, environmental regulations and policies are also contributing to the growth of the green IT services market. Green IT services promote the reuse, recycling, and refurbishment of IT equipment, reducing e-waste and contributing to a circular economy. This helps companies minimize the environmental impact of obsolete electronics, aligning with global sustainability goals.

Companies across various industries are striving for carbon neutrality, leading to increased investment in Green IT services. By utilizing sustainable energy sources, virtualizing systems, and implementing carbon management software, businesses can reduce their IT-related carbon footprint. Increasing awareness of environmental sustainability among end-users is pressuring businesses to adopt Green IT practices. As customers favor eco-conscious brands, companies are investing in green technologies to meet consumer demands and improve brand reputation. For

instance, in May 2023, Salesforce, inc. introduced the 'Green Code,' an initiative aimed at reducing carbon emissions in the software development lifecycle. It includes the Sustainability Guide for Salesforce Technology, offering practical best practices for technologists in areas such as design & UX, architecture, development, and operations to create eco-friendly apps and accelerate progress toward net zero emissions.

The shift toward renewable energy sources like solar, wind, and hydroelectric power in IT infrastructures is a significant growth factor. Data centers, IT operations, and cloud service providers are increasingly integrating renewable energy to enhance sustainability. Increasing awareness around sustainability and corporate responsibility is encouraging businesses to adopt eco-friendly IT solutions. Consumers and stakeholders expect companies to show environmental stewardship, which drives the demand for Green IT services like energy-efficient data centers, cloud computing, and virtualization.

Green IT services help organizations optimize energy use, which results in lower operational costs. Energy-efficient hardware, cooling systems, and optimized software reduce power consumption, saving companies money on electricity bills and reducing the need for costly infrastructure upgrades. For instance, in January 2024, the Government Technology Agency (GovTech), a government agency based in Singapore, and the Infocomm Media Development Authority (IMDA), a statutory board under the Singapore Ministry of Digital Development and Information, announced the first set of digital sustainability initiatives aimed at greening the information and communications technology (ICT) sector and leveraging digital technologies to promote sustainability across the broader economy.

Among these initiatives is the introduction of IMDA's USD 30 million Green Computing Funding Initiative (GCFI) to co-create innovative solutions with industry partners. Additionally, GovTech will enhance collaboration with stakeholders to drive the development of solutions and best practices for digital sustainability. These efforts align with the Singapore Green Plan 2030 and the public sector's goal of achieving net-zero emissions by around 2045.

Global Green IT Services Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2017 to 2030. For this study, Grand View Research has segmented the global green IT services market report based on the type, deployment, end-use, and region.

Type Outlook (Revenue, USD Million, 2017 - 2030)

Software

Services

Deployment Outlook (Revenue, USD Million, 2017 - 2030)

Cloud

On-premises

End-use Outlook (Revenue, USD Million, 2017 - 2030)

IT & Telecommunications

BFSI

Healthcare & Life Sciences

Manufacturing

Retail

Government & Public Sectors

Energy & Utilities

Others

Regional Outlook (Revenue, USD Million, 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

MEA

UAE

South Africa

KSA

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