

Storage As A Service Market Size, Share & Trends Analysis Report By Service Type (Cloud Backup, Cloud Archiving), By Deployment Model (Public Cloud, Private Cloud), By End Use, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global storage as a service market size was estimated at USD 40.34 billion in 2024 and is projected to reach USD 186.48 billion by 2033, growing at a CAGR of 18.6% from 2025 to 2033. The rapid growth of digital technologies, IoT devices, and AI applications is generating massive amounts of data.

This increasing data volume is driving the need for more scalable and flexible storage solutions. Storage-as-a-Service (STaaS) provides businesses with on-demand, cloud-based storage that can easily adapt to changing requirements. Consequently, enterprises are progressively adopting STaaS to manage and secure their growing data assets efficiently.

The storage as a service (STaaS) industry is witnessing strong growth due to rising demand for flexible and scalable storage solutions. Enterprises are prioritizing models that reduce the burden of managing on-premises infrastructure. Fully managed offerings are gaining traction as they provide simplified operations and lower maintenance requirements. Consumption-based models are becoming popular because they align costs with actual usage. This helps organizations optimize budgets and avoid overprovisioning. Businesses are also adopting these solutions to improve agility in handling large volumes of data.

For instance, in March 2025, IBM Corporation launched IBM Storage Ceph as a Service. This software-defined storage solution delivers block, file, and object storage

through a fully managed, flexible consumption model for on-premises environments. This offering simplifies infrastructure management, reduces operational costs, and provides the scalability and efficiency of cloud storage while allowing IT teams to focus on business priorities.

The storage as a service (STaaS) industry is witnessing increased demand for specialized storage solutions. Organizations are handling growing volumes of data from AI applications, research projects, and long-term archives. Traditional storage systems often struggle to meet the performance, scalability, and cost requirements of these workloads. Businesses need solutions that can efficiently store and manage large datasets while remaining accessible. Cloud-such as storage models, provides flexibility and easier integration with existing IT infrastructure. For instance, in November 2024, Geyser Data, a U.S.-based cloud storage company, collaborated with Spectra Logic to launch its Tape-as-a-Service (TaaS) solution, offering an S3-compatible, cloud-based tape storage platform called TAPAS. Positioned as a cost-effective alternative to traditional cloud archival services, the platform provides dedicated tape storage with transparent pricing, no egress fees, and strong sustainability benefits for data-intensive workloads.

The growth of new technologies is creating a strong demand for advanced storage solutions. IoT devices are generating massive volumes of data that need to be stored, processed, and analyzed efficiently. Edge computing requires storage close to data sources to reduce latency and support real-time decision-making. High-resolution media content, such as 4K and 8K video, is producing large file sizes that traditional storage systems struggle to manage. Organizations need solutions that can scale rapidly to accommodate these expanding datasets. Storage systems must also handle complex data structures and formats used in modern applications. Reliability and availability are critical, as downtime can disrupt continuous data streams. Security and compliance are increasingly important to protect sensitive data generated by IoT and media workloads. Cloud-based and hybrid storage models offer the flexibility required to support these emerging workloads. Storage solutions are evolving to meet the demands of fast-growing, diverse, and high-volume data environments.

Global Storage As A Service (STaaS) Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global storage as a service (STaaS) market report based on service type, deployment

model, end use, and region:

Service Type Outlook (Revenue, USD Billion, 2021 - 2033)

Cloud Backup

Cloud Archiving

Standalone & Platform-Attached Storage

Disaster Recovery

Others

Deployment Model Outlook (Revenue, USD Billion, 2021 - 2033)

Public Cloud

Private Cloud

Hybrid Cloud

End Use Outlook (Revenue, USD Billion, 2021 - 2033)

BFSI

IT & Telecom

Healthcare

Government

Education

Media & Entertainment

Manufacturing

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

Australia

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

KSA

UAE

South Africa

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