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# Europe Public Cloud Market By Organization Size (Small & Medium Enterprises and Large Enterprises) By Services Type (Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS)) By End User (BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Energy & Utilities, Manufacturing and Others) By Country, Industry Analysis and Forecast, 2020 - 2026

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## Abstracts

The Europe Public Cloud Market would witness market growth of 15.1% CAGR during the forecast period (2020-2026).

Cloud computing provides a variety of tools including robust cloud performance, networking, analytics, etc. The number of cloud service providers is rising at a fast rate due to the lucrative nature of the infrastructure presently in use. When more and more companies and micro-enterprises shift into digitalization, cloud providers are seeking new opportunities.

Reduction in IT capital spending primarily drives market growth. In addition, increased investment in local data centers is also driving demand growth. Nevertheless, delay in data processing and interruptions in data delivery are constraining the growth of the industry. The potential of cloud technology to offer versatility in delivery models, which in effect enable the BFSI industry to be more flexible, gives way to market growth opportunities.

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Cloud services are gaining immense traction through a range of vertical industries. This offers an unprecedented opportunity for small and medium-sized enterprises (SMEs) to make full use of a wide variety of cloud infrastructure. In addition, cloud services are more difficult than hardware deployment, as they aim to maintain a high degree of data security and offer a wide reach for data recovery.

The emergence of the public cloud has reshaped the nature of work and will serve as a constructive influence in the crisis. In a time like this, cloud flexibility, openness and versatility provide people the opportunity to operate from anywhere to keep vital operations going. It's a luxury in the best of times — and utter need in the worst.

Based on Organization Size, the market is segmented into Small & Medium Enterprises and Large Enterprises. Based on Services Type, the market is segmented into Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS). Based on End User, the market is segmented into BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Energy & Utilities, Manufacturing and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Amazon.com, Inc., Salesforce.com, Inc., Microsoft Corporation, Google, Inc., Oracle Corporation, Hewlett Packard Enterprise Company, Dell Technologies, Inc., Cisco Systems, Inc., and Fujitsu Limited.

Scope of the Study

Market Segmentation:

By Organization Size

- Small & Medium Enterprises
- Large Enterprises

By Services Type

- Software as a Service (SaaS)

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- Platform as a Service (PaaS)
- Infrastructure as a Service (IaaS)

By End User

- BFSI
- IT & Telecom
- Healthcare
- Retail & eCommerce
- Government & Defense
- Energy & Utilities
- Manufacturing
- Others

By Country

- Germany
- UK
- France
- Russia
- Spain
- Italy

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Rest of Europe

Companies Profiled

IBM Corporation

Amazon.com, Inc.

Salesforce.com, Inc.

Microsoft Corporation

Google, Inc.

Oracle Corporation

Hewlett Packard Enterprise Company

Dell Technologies, Inc.

Cisco Systems, Inc.

Fujitsu Limited

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