

LAMEA 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 Latin America, Middle East and Africa Public Cloud Market would witness market growth of 21.1% CAGR during the forecast period (2020-2026).

Businesses around the world have shifted gradually into cloud computing in the last 6-7 years. The key factors behind the large-scale deployment of cloud computing have been tremendous scalability and lowered running costs provided by cloud providers. The public cloud domain applies to cloud infrastructure delivered over a shared access network. The public cloud is a multi-tenant network where a variety of other customers share the storage space.

The major technical categories of the public cloud domain include programs, system infrastructure software, platform-as-a-service, servers and basic storage. The demand for public cloud infrastructure includes servers, storage and network devices. The software market covers cloud security, cloud management, disaster reduction and recovery, while the business sector covers technical services, accounting, repair and servicing, and development and design services. The security requirements of the

public cloud vary significantly from those of the private cloud. This may be a significant constraint on the demand over the forecast period.

In the midst of the COVID-19 pandemic, owing to lockdowns, the bulk of workers operate remotely. There's also an increase in demand for private cloud networks to boost internet access and critical data security. As more workers shift to remote work, there is a huge rise in demand for interactive solutions. In addition, demand for online shopping and video sharing is gaining traction as a result of lock-down policies in all major European economies. It fuels cloud investment, as retailers, advertisers, and government gateways are scaling up their eCommerce and front-end services to meet rising demand.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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)

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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