

Asia Pacific (APAC) Data Center Cooling Market - Forecasts from 2016 to 2021

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Abstracts

Asia Pacific (APAC) Data Center Cooling Market is estimated to grow from US\$0.920 billion in 2015 to US\$2.115 billion by 2021, at a CAGR of 14.88% over the forecast period. Rapid growth in data consumption is leading to the emergence of new data centers in the region which is boosting the demand for data center cooling technologies and solutions. Growing adoption of cloud computing and BYOD programs by number of enterprises is augmenting the need for efficient cooling solutions in order to ensure proper server functioning and elimination of system downtime. Stringent environmental regulations will boost the demand for data center cooling systems to maximize energy efficiency while minimizing environmental impact. Since conventional cooling systems incur high operational costs due to increased power consumption, the demand for up gradation and replacement of traditional data center cooling systems with efficient ones will bolster the growth of APAC Data Center Cooling market during the forecast period.

Research Methodology

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which have been covered as part of the report.

Market Dynamics

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry and regional regulations which are determining the product

specifications and a brief technological aspect of Data Center Cooling. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Asia Pacific Data Center Cooling market has been segmented on the basis of solutions, enterprise size, end users, industry verticals, and geography. By solutions, segmentation has been done as air conditioners, chillers, economizers, cooling towers, and others. By enterprise size, segmentation has been done as small, medium, and large. The market has further been segmented by end users as colocation service providers, cloud service providers, and enterprise. The segmentation has also been done as industry verticals as banking and financial services, manufacturing, healthcare, communication and technology, energy, education, government, media and entertainment, and others. Geographically, segmentation has been done as China, Japan, India, South Korea, and others.

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key five industry participants profiled as part of this section are IBM, Hitachi, Emerson, HP, and Eaton.

Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1. Market Overview and Segmentation

4.2. Drivers

4.3. Restraints

4.4. Opportunities

4.5. Supplier Outlook

4.6. Industry Outlook

4.7. Porter's 5 Forces Analysis

4.8. Industry Value Chain Analysis

4.9. Industry Regulations

5. ASIA PACIFIC DATA CENTER COOLING MARKET FORECAST BY SOLUTIONS (US\$ BILLION)

5.1. Air Conditioners

5.2. Chillers

5.3. Economizers

5.4. Cooling Towers

5.5. Others

6. ASIA PACIFIC DATA CENTER COOLING MARKET FORECAST BY ENTERPRISE SIZE (US\$ BILLION)

6.1. Small Enterprises

6.2. Medium Enterprises

6.3. Large Enterprises

7. ASIA PACIFIC DATA CENTER COOLING MARKET FORECAST BY END USERS (US\$ BILLION)

- 7.1. Colocation Service Providers
- 7.2. Cloud Service Providers
- 7.3. Enterprise

8. ASIA PACIFIC DATA CENTER COOLING MARKET FORECAST BY INDUSTRY VERTICALS (US\$ BILLION)

- 8.1. Banking and Financial Services
- 8.2. Manufacturing
- 8.3. Healthcare
- 8.4. Communication and Technology
- 8.5. Energy
- 8.6. Education
- 8.7. Government
- 8.8. Media and Entertainment
- 8.9. Others

9. ASIA PACIFIC DATA CENTER COOLING FORECAST BY GEOGRAPHY (US\$ BILLION)

- 9.1. China
- 9.2. Japan
- 9.3. India
- 9.4. South Korea
- 9.5. Others

10. COMPETITIVE INTELLIGENCE

- 10.1. Market Share of Key Players
- 10.2. Investment Analysis
- 10.3. Recent Deals
- 10.4. Strategies of Key Players

11. COMPANY PROFILES

- 11.1. IBM
- 11.2. Hitachi
- 11.3. Emerson
- 11.4. HP

11.5. Eaton

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