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Green Data Center Market - Forecasts from 2020 to 2025

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Abstracts

The green data center market is projected to grow at a CAGR of 20.90% to reach US$160.557 billion by 2025, from US$51.416 billion in 2019. Green Data Center are computer facilities, where data is stored, managed and operated. They are designed to maximize energy efficiency and minimize environmental impact. Green Data Center reduce operational cost and carbon footprint by using energy-efficient power supply systems, servers or LEDs, etc. Data has become a meaningful resource for any organization to serve its customers. Artificial Intelligence and Data Mining techniques have brought synergies in handling the data of customers and then analyzing it to get a sense of customer’s purchasing patterns. These developments are being deployed excessively by companies such as Amazon, Flipkart, Myntra, among others. With the developing trend of digitalization of processes across developing countries, the amount of data to be maintained is colossal. For that matter, the number of data storage facilities is rising and the energy consumed in such processes is straining the environment by exploiting the non-renewable energy resources. This leads to the demand for Green Data Center which store the data much more economically and efficiently. Governmental regulations, focusing on more renewable means of energy utilization are augmenting the growth of this market.

The growing volumes of data of customers at the global level are elevating the market growth in the forecast period. Developing companies are adding more customers to the digital economy, owing to improvement in the infrastructure facilities and increment in disposable incomes, and hence, customers are spending more time and money on digital services such as making payments or storing files. Hence, increasing the storage capacity of the data centers is becoming a prime focus of companies with a rising number of internet users. Companies with a far sight are investing in Green Data Center despite high initial investments to reduce operational costs. Additionally, cloud storage

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facilities used to store data on server computers without taking physical space, are also enhancing the proliferation of green data storage centers.

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The Asia Pacific region is expected to show a substantial growth rate in the forecast period with the changing regulations in the countries. In India, the Digital India program has initiated a series of alterations in different exercises. Direct Benefit Transfers to bank accounts, online tax payments, upper cash exchange limit are some of the steps taken to digitize the economy. Cheaper internet tariffs have provided a cushion to the regulatory changes in the economy. Inclination towards online shopping, food delivery apps, and ride-hailing apps, all have added to the need for the massive data storage facilities.

North America is expected to hold the largest share of the green data center market due to the presence of big data-driven companies and the growth of the latest technological changes such as 5G and Big Data Analytics. International Organizations and Domestic Governments have been pressurizing countries to reduce carbon footprints, which has enhanced the demand for Green Data Center.

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Segmentation:

By Products

Hardware

Cooling Solutions

Power Solutions

Networking Solutions

Others

Software

Services

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- Consulting Services
- Design and System Integration
- Monitoring Services

By End Users

- Colocation Service Providers
- Enterprises
- Cloud Service Providers

By Enterprise Size

- Small Enterprises
- Medium Enterprises
- Large Enterprises

By Industry Vertical

- Banking and Financial Services
- Communication and Technology
- Media and Entertainment
- Manufacturing
- Healthcare
- Energy
- Education

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- Government
- Others

By Geography

- North America
  - USA
  - Canada
  - Mexico
- South America
  - Brazil
  - Argentina
  - Others
- Europe
  - UK
  - Germany
  - France
  - Others
- The Middle East and Africa
  - Saudi Arabia
  - UAE
  - Israel

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Others

Asia Pacific

Japan

China

India

Others

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11.6. Dell
11.7. Eaton
11.8. Schneider Electric
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