

Next Generation Data Storage Market - Forecasts from 2020 to 2025

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Abstracts

The next generation data storage market is expected to surge with a CAGR of 16.66% to achieve a market size of US\$130.761 billion by 2025, from US\$51.874 billion in 2019. The growth in cloud computing and smart technologies among others is the major driver of smart storage space. The huge chunk of data being generated needs to be accessed easily and analyzed for enhancing the user experience. These smart storage solutions assist in providing reliable, secure and scalable solutions. Enterprises across different industry verticals are increasingly investing in these technologies to gain competitive advantage while optimizing business process efficiency. Hence the growing applications of cloud-based solutions across various end-user industry verticals is propelling the market demand in the forecast period. Geographically, the market in the North American region is expected to soar during the forecast period with a significant market share among all the regions of the world. This is due to the early adoption of technologies and innovations. Also, the presence of major market players in the region is further promoting the market growth of next-generation data storage technologies with the growing number of data along with the growing demand for efficient data storage and data management on a whole.

The growing applications of cloud-based technologies across various end-user industry verticals in order to manage huge volumes of data is driving the global next generation data storage market in the forecast period.

Cloud storage allows a large amount of consumer information to be stored which can be easily gathered and can be used effectively in targeting sales and marketing to a wide group of possible customers. Educational institutes are continuously adopting advancements in technology in order to automate their administrative processes. This has made use of cloud-based technologies where the development of a centralized

knowledge and information depository has helped in the improvisation of communication between the teaching staff, parents and students very easily. In the healthcare industries, cloud technologies offer services to patients ranging from apps to wearable devices and digital medical records in order to keep a record of their overall health management. The construction industry too is adopting cloud technologies in order to benefit from its services which include email, sales and marketing, social media, document storage and also helps in accessing information from any job site at any time. Other industries involving applications of cloud-based technologies include real estate, internet, and software, retail companies, etc. Hence, the application of cloud-based technologies across various industry verticals will have a significant impact on providing an opportunity for the market to grow in the forecast period.

On the basis of end-user, BFSI is expected to hold a significant market share propelling the growth of the next generation data storage market in the forecast period.

The BFSI sector is witnessing an increasing demand for efficient cloud storage solutions to store and manage an immense amount of data being created every day. Additionally, the flexibility and cost savings coupled with increased security and reliability of these solutions have led to their widespread adoption by nearly all the market players in this industry. Increasing competition in the BFSI industry has elevated the need to implement smarter business platforms that are agile, adaptable and easily implementable. Reliable backup solutions, along with improved mobile data synchronization, data portability and many other features offered by cloud storage solutions are driving their market in this industry. Moreover, the increasing popularity of digital banking platforms can be seen as a huge growth opportunity of cloud storage market with advancements in cloud storage technologies by the introduction of next-generation data storage in this industry. Automation of processes and migration of front-end activities to digital channels, offered by digital banking platforms, are skyrocketing the demand for cloud storage solutions by various market players in this industry. For instance, Singapore-based digital bank DBS is using cloud storage solution from Microsoft to promote innovation, security, and productivity.

Segmentation:

By Technology

Holographic Data Storage

Hybrid Arrays

Heat Assisted Magnetic Recording

By Application

Big Data Storage

Enterprise Data Storage

Cloud Based Storage

By End User

Retail

Government

Communication

Manufacturing

BFSI

Healthcare

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Others

Middle East and Africa

UAE

Israel

Saudi Arabia

Others

Asia Pacific

Japan

China

India

Australia

Others

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