

Global Backup-as-a-Service (BaaS) Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Backup-as-a-Service (BaaS) market size will reach US\$ 19999 million by 2031.

Backup as a Service (BaaS) is a cloud-based service model that allows businesses and individuals to back up their data and applications using a third-party service provider. It eliminates the need for maintaining and managing on-premises backup infrastructure, offering a convenient and scalable solution for data protection and disaster recovery.

Backup as a Service (BaaS) offers a modern, flexible, and cost-effective approach to data protection and disaster recovery. By leveraging cloud infrastructure, BaaS provides automated, scalable, and secure backup solutions, enabling businesses of all sizes to protect their critical data without the complexities of managing on-premises backup systems. As data continues to grow and the need for robust data protection becomes more critical, BaaS solutions are poised to play an increasingly important role in IT strategies.

Key Market Drivers:

Rising demand for data protection and compliance (GDPR, HIPAA, CCPA, etc.)

Growth of SMEs leveraging cloud-first strategies

Escalating ransomware and cyberattack risks

Hybrid workforces demanding secure remote access and backup

Cloud-native applications and edge computing increasing data complexity

North America (~42%): Largest market; early adopters of cloud, strict compliance (e.g., SOC 2, HIPAA)

Europe (~28%): Strong growth due to GDPR and enterprise digitalization

Asia-Pacific (~25%): Rapidly growing SME adoption, cloud-first policies in India, ASEAN, China

Latin America, MEA: Emerging cloud infrastructure and managed service provider (MSP) growth

LPI (LP Information)' newest research report, the "Backup-as-a-Service (BaaS) Industry Forecast" looks at past sales and reviews total world Backup-as-a-Service (BaaS) sales in 2024, providing a comprehensive analysis by region and market sector of projected Backup-as-a-Service (BaaS) sales for 2025 through 2031. With Backup-as-a-Service (BaaS) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Backup-as-a-Service (BaaS) industry.

This Insight Report provides a comprehensive analysis of the global Backup-as-a-Service (BaaS) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Backup-as-a-Service (BaaS) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Backup-as-a-Service (BaaS) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Backup-as-a-Service (BaaS) and breaks down the forecast by Deployment, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Backup-as-a-Service (BaaS).

This report presents a comprehensive overview, market shares, and growth opportunities of Backup-as-a-Service (BaaS) market by product type, application, key players and key regions and countries.

Segmentation by Deployment:

Public Cloud BaaS

Private Cloud BaaS

Hybrid Cloud BaaS

Segmentation by Application:

BFSI

IT & Telecom

Government and Public Sector

Education

Healthcare

Manufacturing

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Microsoft

HPE

Dell

Commvault

NetApp

Unitrends

IBM

Oracle

Veritas

AWS

Broadcom

Fujitsu

Arcserve

Datto

Google

Cisco

Veeam

Acronis

Quantum

Rubrik

Druva

Keepit

HYCU

Cohesity

Kaseya

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