

Global Whitebox Servers Market Growth 2025-2031

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Abstracts

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The global Whitebox Servers market size is predicted to grow from US\$ 39790 million in 2025 to US\$ 70940 million in 2031; it is expected to grow at a CAGR of 10.1% from 2025 to 2031.

A white box server refers to customized servers that are either home built, or built by white box suppliers called ODMs (Original Design Manufacturers) such as Supermicro. The term white box simply means that the equipment is unbranded or generic. All parts are purchased separately which helps cut costs as well as provides hobbyists and data center professionals alike more customization to better fit their needs. The ease of customization allows for individual parts to be replaced, rather than replacing the entire server when equipment fails. White box servers are increasingly being used by the Open Computer Project (OCP) which was developed by Facebook. White box servers are usually purchased in bulk quantities from suppliers called original design manufacturers (ODMs). An ODM typically builds their servers with commercial off-the-shelf (COTS) components that can be assembled in slightly different ways or upgraded to provide the customer with a degree of system customization. Although it is feasible for an organization to construct and customize a white box server in-house from commercially available retail computer parts, an ODM can manufacture and deliver customized servers faster and perhaps offer warranty protection for parts. The drawback of choosing a white box server over a standard OEM server, is that they are less reliable and the components often lack redundancy. White box servers lower their risks of downtime by using clustering techniques for deployment. A cluster enables high availability in a computer system by grouping servers together to act like as a single system. With this in mind, a company should do a strong evaluation on the pros in cons of deploying white box servers to ensure that it is actually cost-effective.

White box servers are usually purchased in bulk quantities from suppliers called original design manufacturers (ODMs). An ODM typically builds their servers with commercial off-the-shelf (COTS) components that can be assembled in slightly different ways or upgraded to provide the customer with a degree of system customization. Although it is feasible for an organization to construct and customize a white box server in-house from commercially available retail computer parts, an ODM can manufacture and deliver customized servers faster and perhaps offer warranty protection for parts. Affected by the trade war, corporate investment is too conservative, and product prices have fallen. The growth rate of the white box server market in 2019 slowed down, almost the same as the market in 2018. With the gradual maturity of the 5G environment, the characteristics of 5G high bandwidth, low latency and large data volume transmission have prompted telecom operators to greatly improve the efficiency of network layout. The use of open architecture to deploy communication infrastructure has become a fast way to enter the 5G era. Data center demand from telecom operators is considered to be one of the important drivers for accelerating the market for white-label servers. Cloud computing companies stock up in advance in order to avoid the supply chain being cut off due to the impact of the new crown pneumonia epidemic. The active investment of cloud computing companies has a good role in promoting the growth of the market. The factors which are driving the growth of market include low cost and high degree of customization, increasing adoption of white box servers among end users, growing number of data centers, and rising adoption of Open Platforms such as Open Compute Project, Project Scorpio, and so on. Increase in the demand for micro servers from data centers provides ample of opportunities for the white box server market. The drawback of choosing a white box server over a standard OEM server, is that they are less reliable and the components often lack redundancy. White box servers lower their risks of downtime by using clustering techniques for deployment. A cluster enables high availability in a computer system by grouping servers together to act like as a single system. With this in mind, a company should do a strong evaluation on the pros in cons of deploying white box servers to ensure that it is actually cost-effective. Quanta dominated the market, with accounted for 33.48% of the White Box Server revenue market share in 2022. Inventec, Wistron are the key players and accounted for 27.54%, 22.74% respectively of the overall White Box Server market share in 2022. Global giant market mainly distributed in North America and Europe. It has unshakable status in this field. The data center is the major end-user segment in the white box server market and is expected to dominate in coming years as well. The market for data centers is booming, and this segment purchases the servers in bulk quantities which mean cost is one of the most important parameters. White box vendors offer low-cost servers compared to OEMs and also offer high degree of customization to end users.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Whitebox Servers and breaks down the forecast by Type, 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 Whitebox Servers.

This report presents a comprehensive overview, market shares, and growth opportunities of Whitebox Servers market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Rack-mount Server

Blade Server

Whole Cabinet Server

Segmentation by Application:

Internet

Telecommunications

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 analysing the company's coverage, product portfolio, its market penetration.

Quanta

Wistron

Inventec

Hon Hai

MiTAC

Celestica

Super Micro Computer

Compal Electronics

Pegatron

ZT Systems

Hyve Solutions

Thinkmate

Key Questions Addressed in this Report

What is the 10-year outlook for the global Whitebox Servers market?

What factors are driving Whitebox Servers market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Whitebox Servers market opportunities vary by end market size?

How does Whitebox Servers break out by Type, by Application?

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