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Cloud Computing Market by Service Model (IaaS, PaaS, SaaS), Deployment Model(Public Cloud, Private Cloud, Hybrid Cloud), Organization Size, Vertical (BFSI, Telecommunications, Manufacturing, Retail & Consumer Goods) and Region - Global Forecast to 2028

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Abstracts

MarketsandMarkets forecasts the global cloud computing market size is expected to grow from USD 626.4 Billion in 2023 to USD 1,266.4 Billion by 2028 at a CAGR of 15.1% during the forecast period. Cloud computing enables businesses to access a wide range of services and tools, which can help them to innovate and adapt to new technologies. This flexibility allows companies to focus on their core competencies and outsource IT infrastructure and management responsibilities to cloud providers.

“Compute” sub-segment of IaaS segment to hold the largest market size during the forecast period.”

“Compute” in cloud computing refers to ideas and things associated with software computation. It is a general phrase that refers to the computing power, memory, networking, storage, and other resources necessary for any application to succeed computationally. For instance, graphics processing applications, such as 3-D rendering and video games, are compute-intensive apps, whereas CPUs, APUs, and GPUs are computing resources. A virtual machine (VM) is an independent computing environment that runs on top of physical bare metal hardware. In contrast, a bare metal compute instance offers dedicated physical server access for maximum performance and strong isolation. Virtualization software splits a physical (bare metal) server into numerous virtual servers to construct cloud servers. It offers advantages such as affordability,

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scalability, integration, and load balancing.

“BFSI” vertical to hold the largest market size during the forecast period.”

The BFSI sector rapidly embraces digitalization initiatives to meet rising customer expectations and sustain the highly competitive market. Cloud-based applications facilitate vendors to meet IT efficiency needs while saving on CAPEX and OPEX. As the banking sector needs to store and manage customers’ confidential information like credit card details, transaction details, and personal information, it is crucial to store this data securely. Cloud computing offers various benefits, such as meeting regulatory standards and enabling vendors to meet them more efficiently.

The increased adoption of cloud computing in the BFSI sector is due to factors like the rising online banking activity, which has prompted moneylenders to embrace digital transformation. Cloud computing helps firms decrease expenses, encourage innovation, strengthen client connections, and increase flexibility in the BFSI sector. It is an ideal solution for storing and managing confidential information, offering numerous benefits while ensuring regulatory compliance.

“Cloud Computing market in Asia Pacific to grow at the highest CAGR during the forecast period.”

The cloud computing market in Asia Pacific would grow at the highest rate among all the regions due to the increasing enterprise workloads. Cloud computing adoption is increasing across different industry categories in Asia Pacific. As a result, cloud providers such as Amazon Web Services, Google Cloud, and Microsoft Azure are expanding their presence in the Asia Pacific area. Amazon Web Services, for example, spent USD 6 billion in Malaysia in March 2023 to establish cloud data centres. Singapore's government is introducing innovative digital tools to improve financial planning efficiency and protect personal financial information. For example, the Smart Nation and Digital Government Group (SNDGG) and the Monetary Authority of Singapore (MAS) will launch the Singapore Financial Data Exchange (SGFinDex) in December 2020, a platform aimed to assist Singaporeans better organise their finances. It is the world's first public digital infrastructure to enable citizens with access to their financial information maintained across various government departments and financial organisations, using a national digital identity and a centrally managed online permission mechanism. SGFinDex was founded by Singapore's largest banks, government agencies, and the Singapore Exchange Group (SGX Group). Enterprises across the Asia Pacific have always been cautious about their investment plans and

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focus on affordable options. Various giant players, such as Microsoft, AWS, Google, and IBM, are expanding their cloud services rapidly in this region due to the availability of enormous customer potential and the growing economic outlook.

Moreover, Asia Pacific provides significant growth opportunities over the next five years. The rising demand for advanced solutions that are cloud-driven and cloud-supported has resulted in the increasing demand for cloud computing solutions in Asia Pacific, resulting in increasing investments and technological advancements across industries. The market in Asia Pacific is experiencing strong growth as Asia Pacific organizations are rapidly adopting cloud computing to meet the demands of their customers. The competition in this region is fragmented, and market vendors are looking to expand their presence there, which would result in infrastructure improvement and business-strategic benefits. Asia Pacific enterprises are less proficient than North American and European enterprises in information, security awareness, and technical expertise.

Further, our team conducted in-depth interviews with the Chief Executive Officers (CEOs), Chief Marketing Officers (CMO), Chief Operating Officers (COOs), Chief Technology Officers (CTOs), Vice Presidents (VPs), Managing Directors (MDs), domain heads, technology and innovation directors, and related key executives from various prominent companies and organizations operating in the cloud computing market.

By Company – Tier 1–20%, Tier 2–34%, and Tier 3–46%

By Designation – C-Level Executives–35%, Director Level–25%, and Others–40%

By Region – North America–42%, Europe–25%, Asia Pacific–18%, RoW – 15%

The key players in the cloud computing market are AWS (US), Microsoft (US), IBM (US), Google (US), Alibaba Cloud (China), SAP (Germany), Salesforce (US), Oracle (US), Adobe (US), Workday (US), Fujitsu (Japan), VMware (US), Rackspace (US), DXC (US), Tencent Cloud (China), NEC (Japan), DigitalOcean (US), Joyent (US), Skytap (US), OVH (France), Navisite (US), CenturyLink (US), among others. The study includes an in-depth competitive analysis of these key players in the cloud computing market with their company profiles, recent developments, and key market strategies.

Research Coverage

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The research study covered inputs, insights, trends, and happenings from secondary sources, primary sources, stakeholders' interviews, and surveys. Secondary sources include information from databases and repositories such as D&B Hoovers, Bloomberg, Factiva, and CoinDesk. We fetched primary data from supply-side industry experts who hold the chair of Chief Executive Officer (CEO), Chief Technological Officer (CTO), Chief Operating Officer (COO), Vice-President (VP) of IT, and Managing Director (MD), among others. We also reached out to a few startups during our primary interviews. Additionally, we have taken information and statistical and historical data from a few government associations, public sources, webinar and seminar transcripts, journals, conferences, and events.

Reasons to buy this report:

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall cloud computing market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities. The report incorporates a critical section comprising the company profiles in the market, in which it has exhaustively evaluated the vendors in terms of product portfolio offerings and business strategies followed; this will give a holistic view of the current standing of the key players in the market and the ongoing developments encompassing partnerships, agreements, collaborations, mergers and acquisitions, joint ventures, new product or service launches, and business expansions. This evaluation will help the buyers understand how the major vendors are achieving service differentiation, and buyers can understand the need gap analysis for the existing services and new services needed to cater to these newly developed solutions for this market. The report can help the buyers understand significant benefits as well as driving factors that are becoming key growth drivers of the development of buyers in these services.

The report provides insights on the following pointers.

- Analysis of key drivers (rising demand for AI, personalized customer experience, need for disaster recovery and contingency plans), restraints (data security and privacy concern, lack of technical knowledge and expertise), opportunities (increase government initiatives, adoption of IoT and connected devices), and challenges (high complexity due to adoption of multi-cloud model, risk of vendor lock-in) influencing the growth of the cloud computing market

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Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the cloud computing market

Market Development: Comprehensive information about lucrative markets – the report analyses the cloud computing market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the cloud computing market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players, like include AWS (US), Microsoft (US), IBM (US), Google (US), Alibaba Cloud (China), SAP (Germany), Salesforce (US), Oracle (US), Adobe (US), Workday (US), Fujitsu (Japan), VMware (US), Rackspace (US), DXC (US), Tencent Cloud (China), NEC (Japan), DigitalOcean (US), Joyent (US), Skytap (US), OVH (France), Navisite (US), CenturyLink (US), Infor (US), Sage (UK), Intuit (US), OpenText (Canada), Cisco (US), Box (US), Zoho (US), Citrix (US), Epicor (US), Upland Software (US), ServiceNow (US), IFS (Sweden), App Maisters (US), Zymr (US), JDV Technologies (India), Tudip Technologies (India), Visartech (US), Cloudflex (Nigeria), Cloudways (Malta), Vultr (US), and pCloud (Switzerland) in the cloud computing market. The report also helps stakeholders understand the competitive analysis of these market players.

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Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES
1.2 MARKET DEFINITION
  1.2.1 INCLUSIONS AND EXCLUSIONS
1.3 MARKET SCOPE
  1.3.1 MARKET SEGMENTATION
  1.3.2 REGIONS COVERED
  1.3.3 YEARS CONSIDERED
1.4 CURRENCY CONSIDERED
TABLE 1 USD EXCHANGE RATES, 2018–2022
1.5 STAKEHOLDERS
1.6 SUMMARY OF CHANGES
  1.6.1 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH APPROACH
FIGURE 1 CLOUD COMPUTING MARKET: RESEARCH DESIGN
  2.1.1 SECONDARY DATA
  2.1.2 PRIMARY DATA
    2.1.2.1 Breakup of primary profiles
    2.1.2.2 Key industry insights
2.2 MARKET FORECAST
TABLE 2 FACTOR ANALYSIS
2.3 MARKET SIZE ESTIMATION
FIGURE 2 CLOUD COMPUTING MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
  2.3.1 TOP-DOWN APPROACH
FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
  2.3.2 BOTTOM-UP APPROACH
FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
FIGURE 5 CLOUD COMPUTING MARKET: RESEARCH FLOW
  2.3.3 MARKET ESTIMATION APPROACHES
FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY (SUPPLY SIDE): ILLUSTRATION OF VENDOR REVENUE ESTIMATION
FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS

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FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH FROM SUPPLY SIDE, COLLECTIVE REVENUE OF VENDORS
FIGURE 9 DEMAND-SIDE APPROACH: CLOUD COMPUTING MARKET
2.4 DATA TRIANGULATION
FIGURE 10 CLOUD COMPUTING MARKET: DATA TRIANGULATION
2.5 IMPACT OF RECESSION ON GLOBAL CLOUD COMPUTING MARKET
2.6 RESEARCH ASSUMPTIONS
2.7 LIMITATIONS

3 EXECUTIVE SUMMARY

TABLE 3 CLOUD COMPUTING MARKET SIZE AND GROWTH, 2018–2022 (USD BILLION, Y-O-Y %)
TABLE 4 CLOUD COMPUTING MARKET SIZE AND GROWTH, 2023–2028 (USD BILLION, Y-O-Y %)
FIGURE 11 GLOBAL CLOUD COMPUTING MARKET TO WITNESS SIGNIFICANT GROWTH
FIGURE 12 NORTH AMERICA TO ACCOUNT FOR LARGEST SHARE IN 2023
FIGURE 13 FASTEST-GROWING SEGMENTS OF CLOUD COMPUTING MARKET

4 PREMIUM INSIGHTS

4.1 OVERVIEW OF CLOUD COMPUTING MARKET
FIGURE 14 RISE OF REMOTE WORK AND GLOBALIZATION TO DRIVE MARKET GROWTH
4.2 CLOUD COMPUTING MARKET, BY SERVICE MODEL
FIGURE 15 SAAS SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD
4.3 CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL
FIGURE 16 PUBLIC CLOUD DEPLOYMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD
4.4 CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE
FIGURE 17 LARGE ENTERPRISES SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD
4.5 CLOUD COMPUTING MARKET, BY VERTICAL
FIGURE 18 BFSI VERTICAL TO ACCOUNT FOR LARGEST MARKET SHARE IN 2023
4.6 CLOUD COMPUTING MARKET: REGIONAL SCENARIO
FIGURE 19 ASIA PACIFIC EXPECTED TO EMERGE AS BEST MARKET FOR

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INVESTMENTS IN NEXT FIVE YEARS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION
5.2 MARKET DYNAMICS
FIGURE 20 CLOUD COMPUTING MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES
5.2.1 DRIVERS
5.2.1.1 Accelerated spending on cloud
FIGURE 21 GLOBAL PUBLIC CLOUD INFRASTRUCTURE-AS-A-SERVICE (IAAS) END-USER SPENDING (BILLION USD)
5.2.1.2 Rising demand for AI
FIGURE 22 AVERAGE NUMBER OF AI OR ML PROJECTS DEPLOYED
5.2.1.3 Personalized customer experience
5.2.1.4 Need for disaster recovery and contingency plans
5.2.2 RESTRAINTS
5.2.2.1 Data security and privacy concerns
FIGURE 23 ENTERPRISE SECURITY ISSUES
5.2.2.2 Lack of technical knowledge and expertise
5.2.3 OPPORTUNITIES
5.2.3.1 Increasing government initiatives
5.2.3.2 Adoption of IoT and connected devices
FIGURE 24 PROGNOSIS OF WORLDWIDE SPENDING ON INTERNET OF THINGS (IOT) FROM 2018 TO 2023 (BILLION USD)
5.2.4 CHALLENGES
5.2.4.1 High complexity due to adoption of multi-cloud model
5.2.4.2 Risk of vendor lock-in
5.3 CASE STUDY ANALYSIS
5.3.1 CASE STUDY 1: ZEOTAP IMPLEMENTED DEVOPS ARCHITECTURE TO IMPROVE PROCESS OPTIMIZATION
5.3.2 CASE STUDY 2: GHOST TEAM IMPLEMENTED DIGITALOCEAN’S APP TO MEET ITS CLOUD COMPUTING REQUIREMENTS
5.3.3 CASE STUDY 3: CITRIX CLOUD ENABLED AUTODESK TO ENHANCE ITS DIGITIZATION
5.3.4 CASE STUDY 4: AWS CLOUD HELPED SIMSCALE SIMULATE COST-EFFECTIVE DESIGNS AND MAKE BETTER-INFORMED DECISIONS
5.3.5 CASE STUDY 5: ACCENTURE DIGITAL EXPERIENCE REVOLUTIONIZED MINNA BANK

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5.4 SUPPLY CHAIN ANALYSIS
FIGURE 25 CLOUD COMPUTING MARKET: SUPPLY CHAIN
5.5 ECOSYSTEM ANALYSIS
FIGURE 26 CLOUD COMPUTING MARKET: ECOSYSTEM
5.6 PORTER'S FIVE FORCES ANALYSIS
FIGURE 27 CLOUD COMPUTING MARKET: PORTER'S FIVE FORCES ANALYSIS
TABLE 5 CLOUD COMPUTING MARKET: PORTER'S FIVE FORCES ANALYSIS
5.6.1 THREAT OF NEW ENTRANTS
5.6.2 THREAT OF SUBSTITUTES
5.6.3 BARGAINING POWER OF SUPPLIERS
5.6.4 BARGAINING POWER OF BUYERS
5.6.5 INTENSITY OF COMPETITIVE RIVALRY
5.7 PRICING ANALYSIS
5.7.1 AVERAGE SELLING PRICE (ASP) TREND OF KEY PLAYERS, BY SOLUTION
TABLE 6 CLOUD COMPUTING MARKET: AVERAGE PRICING LEVELS (USD)
5.7.2 INDICATIVE PRICING ANALYSIS OF CLOUD COMPUTING SOLUTIONS
TABLE 7 INDICATIVE PRICING ANALYSIS OF CLOUD COMPUTING SOLUTIONS
5.8 TECHNOLOGY ANALYSIS
5.8.1 KEY TECHNOLOGY
5.8.1.1 Containerization
5.8.1.2 Virtualization
5.8.2 COMPLIMENTARY TECHNOLOGY
5.8.2.1 Internet of Things (IoT)
5.8.2.2 Cybersecurity
5.8.2.3 DevOps
5.8.3 ADJACENT TECHNOLOGY
5.8.3.1 Artificial Intelligence (AI)
5.8.3.2 Big data
5.8.3.3 Data analytics
5.8.3.4 Machine Learning (ML)
5.8.3.5 5G
5.9 PATENT ANALYSIS
FIGURE 28 NUMBER OF PATENTS PUBLISHED, 2012–2023
FIGURE 29 TOP FIVE PATENT OWNERS (GLOBAL)
TABLE 8 TOP TEN PATENT OWNERS
TABLE 9 PATENTS GRANTED TO VENDORS IN CLOUD COMPUTING MARKET
5.10 TRENDS/DISRUPTIONS IMPACTING BUYERS
FIGURE 30 CLOUD COMPUTING MARKET: TRENDS/DISRUPTIONS IMPACTING BUYERS

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info@marketpublishers.com

5.11 REGULATORY LANDSCAPE
5.11.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
5.11.1.1 Regulatory implications and industry standards
5.11.1.2 General Data Protection Regulation
5.11.1.3 SEC Rule 17a-4
5.11.1.4 ISO/IEC 27001
5.11.1.5 System and Organization Controls 2 Type II compliance
5.11.1.6 Financial Industry Regulatory Authority
5.11.1.7 Freedom of Information Act
5.11.1.8 Health Insurance Portability and Accountability Act
5.11.2 REGULATIONS, BY REGION
TABLE 10 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 11 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 12 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
TABLE 13 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS
5.12 KEY STAKEHOLDERS AND BUYING CRITERIA
5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS
FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP INDUSTRY VERTICALS
TABLE 14 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP INDUSTRY VERTICALS
5.12.2 BUYING CRITERIA
FIGURE 32 KEY BUYING CRITERIA FOR TOP INDUSTRY VERTICALS
TABLE 15 KEY BUYING CRITERIA FOR TOP INDUSTRY VERTICALS
5.13 KEY CONFERENCES AND EVENTS
TABLE 16 CLOUD COMPUTING MARKET: DETAILED LIST OF CONFERENCES AND EVENTS, 2023–2024
5.14 BUSINESS MODEL ANALYSIS
FIGURE 33 BUSINESS MODEL: CLOUD COMPUTING MARKET
5.14.1 PAY-AS-YOU-GO
5.14.2 SUBSCRIPTION MODEL
5.14.3 FREEMIUM
5.14.4 CUSTOM PRICING AGREEMENT

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6 CLOUD COMPUTING MARKET, BY SERVICE MODEL

6.1 INTRODUCTION
FIGURE 34 SAAS SEGMENT TO ACCOUNT FOR LARGEST SIZE DURING FORECAST PERIOD
6.1.1 SERVICE MODEL: CLOUD COMPUTING MARKET DRIVERS
TABLE 17 CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2018–2022 (USD BILLION)
TABLE 18 CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2023–2028 (USD BILLION)
6.2 INFRASTRUCTURE-AS-A-SERVICE (IAAS)
6.2.1 HIGH FLEXIBILITY AND SCALABILITY TO ALLOW FOR EASY UPGRADES WITHOUT INCURRING LOSSES
FIGURE 35 COMPUTE SEGMENT TO ACCOUNT FOR LARGEST MARKET SIZE DURING FORECAST PERIOD
TABLE 19 IAAS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 20 IAAS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
TABLE 21 CLOUD COMPUTING MARKET, BY IAAS, 2018–2022 (USD BILLION)
TABLE 22 CLOUD COMPUTING MARKET, BY IAAS, 2023–2028 (USD BILLION)
6.2.1.1 Primary storage
6.2.1.1.1 Primary storage to eliminate need for purchasing and managing data storage infrastructure
TABLE 23 PRIMARY STORAGE: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 24 PRIMARY STORAGE: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.2.1.2 Disaster recovery & backup
6.2.1.2.1 Backup & disaster recovery applications providing protection for enterprise application data during disasters and assistance in speedy recovery process
TABLE 25 DISASTER RECOVERY & BACKUP: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 26 DISASTER RECOVERY & BACKUP: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.2.1.3 Archiving
6.2.1.3.1 Data archiving systems to reduce primary storage and associated costs
TABLE 27 ARCHIVING: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)

+44 20 8123 2220
info@marketpublishers.com

TABLE 28 ARCHIVING: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.2.1.4 Compute
6.2.1.4.1 Compute-intensive applications to offer affordability, scalability, integration, and load balancing
TABLE 29 COMPUTE: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 30 COMPUTE: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.3 PLATFORM-AS-A-SERVICE (PAAS)
6.3.1 PAAS ENABLING QUICK CREATION OF NEW SOFTWARE BY PROVIDING COMPUTATION AND STORAGE INFRASTRUCTURES
FIGURE 36 DATA MANAGEMENT SEGMENT TO ACCOUNT FOR LARGEST MARKET SIZE DURING FORECAST PERIOD
TABLE 31 PAAS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 32 PAAS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
TABLE 33 CLOUD COMPUTING MARKET, BY PAAS, 2018–2022 (USD BILLION)
TABLE 34 CLOUD COMPUTING MARKET, BY PAAS, 2023–2028 (USD BILLION)
6.3.1.1 Application development & platforms
6.3.1.1.1 Application development to provide cost-efficiency, scalability, and rapid development
TABLE 35 APPLICATION DEVELOPMENT & PLATFORMS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 36 APPLICATION DEVELOPMENT & PLATFORMS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.3.1.2 Application testing & quality
6.3.1.2.1 Growing preference for effective testing strategy systems, user interfaces, and APIs
TABLE 37 APPLICATION TESTING & QUALITY: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 38 APPLICATION TESTING & QUALITY: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.3.1.3 Analytics & reporting
6.3.1.3.1 Analytics and reporting applications to enhance performance and decision-making
TABLE 39 ANALYTICS & REPORTING: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)

TABLE 40 ANALYTICS & REPORTING: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.3.1.4 Integration & orchestration
6.3.1.4.1 Integration and orchestration to aid automation and synchronization of data in real time
TABLE 41 INTEGRATION & ORCHESTRATION: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 42 INTEGRATION & ORCHESTRATION: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.3.1.5 Data management
6.3.1.5.1 Data management solutions to ensure visibility, security, reliability, and data scalability
TABLE 43 DATA MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 44 DATA MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4 SOFTWARE AS A SERVICE (SAAS)
6.4.1 SAAS ENSURING ENHANCED SECURITY AND ELIMINATING NEED FOR HARDWARE EXPENDITURE
FIGURE 37 CUSTOMER RELATIONSHIP MANAGEMENT SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD
TABLE 45 SAAS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 46 SAAS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
TABLE 47 CLOUD COMPUTING MARKET, BY SAAS, 2018–2022 (USD BILLION)
TABLE 48 CLOUD COMPUTING MARKET, BY SAAS, 2023–2028 (USD BILLION)
6.4.1.1 Customer relationship management
6.4.1.1.1 CRM to enable enterprises to store and utilize customer data at scale
TABLE 49 CUSTOMER RELATIONSHIP MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 50 CUSTOMER RELATIONSHIP MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4.1.2 Enterprise resource management
6.4.1.2.1 ERP applications used to remove expensive duplications and incompatible technology
TABLE 51 ENTERPRISE RESOURCE MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 52 ENTERPRISE RESOURCE MANAGEMENT: CLOUD COMPUTING

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MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4.1.3 Human capital management
6.4.1.3.1 Human capital management to help maximize value of human capital via effective management
TABLE 53 HUMAN CAPITAL MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 54 HUMAN CAPITAL MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4.1.4 Content management
6.4.1.4.1 Rising preference for information management, responsiveness, and scalability
TABLE 55 CONTENT MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 56 CONTENT MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4.1.5 Collaboration & productivity suites
6.4.1.5.1 Sharing of documents and files made easy by deployment of collaboration and productivity suites
TABLE 57 COLLABORATION & PRODUCTIVITY SUITES: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 58 COLLABORATION & PRODUCTIVITY SUITES: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4.1.6 Supply chain management
6.4.1.6.1 Supply chain management applications enabling online web portals to connect networks of various commercial partners directly
TABLE 59 SUPPLY CHAIN MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 60 SUPPLY CHAIN MANAGEMENT: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
6.4.1.7 Other SaaS service models
TABLE 61 OTHER SAAS SERVICE MODELS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 62 OTHER SAAS SERVICE MODELS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)

7 CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL

7.1 INTRODUCTION
FIGURE 38 PUBLIC CLOUD SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE

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DURING FORECAST PERIOD
7.1.1 DEPLOYMENT MODEL: CLOUD COMPUTING MARKET DRIVERS
TABLE 63 CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 64 CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
7.2 PUBLIC CLOUD
7.2.1 PUBLIC CLOUD TO HELP ORGANIZATIONS MEET THEIR SCALABILITY DEMAND
TABLE 65 PUBLIC CLOUD: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 66 PUBLIC CLOUD: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
7.3 PRIVATE CLOUD
7.3.1 PRIVATE CLOUD TO REDUCE RISKS, SECURITY ISSUES, AND REGULATORY HURDLES ASSOCIATED WITH CLOUD ADOPTION.
TABLE 67 PRIVATE CLOUD: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 68 PRIVATE CLOUD: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
7.4 HYBRID CLOUD
7.4.1 HYBRID CLOUD TO ALLOW MOVING APPLICATIONS AND WORKLOADS BETWEEN PRIVATE AND PUBLIC CLOUDS BASED ON SPECIFIC NEEDS
TABLE 69 HYBRID CLOUD: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 70 HYBRID CLOUD: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)

8 CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE

8.1 INTRODUCTION
FIGURE 39 LARGE ENTERPRISES TO DOMINATE MARKET DURING FORECAST PERIOD
8.1.1 ORGANIZATION SIZE: CLOUD COMPUTING MARKET DRIVERS
TABLE 71 CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 72 CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
8.2 LARGE ENTERPRISES

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8.2.1 INCREASE IN ADOPTION OF CLOUD COMPUTING IN LARGE ENTERPRISES TO IMPROVE PRODUCTIVITY AND EFFICIENCY
TABLE 73 LARGE ENTERPRISES: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 74 LARGE ENTERPRISES: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
8.3 SMALL AND MEDIUM-SIZED ENTERPRISES
8.3.1 IMPLEMENTATION OF CLOUD COMPUTING TO REDUCE ADMINISTRATIVE OVERHEAD AND IMPROVED BUSINESS EFFICIENCY FOR SMES
TABLE 75 SMES: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 76 SMES: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)

9 CLOUD COMPUTING MARKET, BY VERTICAL

9.1 INTRODUCTION
FIGURE 40 BFSI VERTICAL TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD
9.1.1 VERTICALS: CLOUD COMPUTING MARKET DRIVERS
TABLE 77 CLOUD COMPUTING MARKET, BY VERTICAL, 2018–2022 (USD BILLION)
TABLE 78 CLOUD COMPUTING MARKET, BY VERTICAL, 2023–2028 (USD BILLION)
9.2 BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)
9.2.1 NEED TO DECREASE EXPENSES, ENCOURAGE INNOVATION, AND INCREASE FLEXIBILITY
9.2.2 BFSI: APPLICATION AREAS
TABLE 79 BFSI: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 80 BFSI: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.2.2.1 Core banking systems
9.2.2.2 Online & mobile banking
9.2.2.3 Risk management & compliance
9.2.2.4 Other BFSI services
9.3 ENERGY & UTILITIES
9.3.1 ADDRESSING ISSUES RELATED TO CRUDE OIL, STORAGE, AND TRANSPORTATION
9.3.2 ENERGY & UTILITIES: APPLICATION AREAS
TABLE 81 ENERGY & UTILITIES: CLOUD COMPUTING MARKET, BY REGION,

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2018–2022 (USD BILLION)
TABLE 82 ENERGY & UTILITIES: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.3.2.1 Smart grid management
9.3.2.2 Energy monitoring & management
9.3.2.3 Renewable energy forecasting
9.3.2.4 Other energy & utility services
9.4 GOVERNMENT & PUBLIC SECTOR
9.4.1 NEED FOR GOVERNMENT AGENCIES TO GAIN GREATER VISIBILITY AND FASTER DATA ANALYSIS TO DRIVE MARKET
9.4.2 GOVERNMENT & PUBLIC SECTOR: APPLICATION AREAS
TABLE 83 GOVERNMENT & PUBLIC SECTOR: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 84 GOVERNMENT & PUBLIC SECTOR: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.4.2.1 Government infrastructure migration
9.4.2.2 Digital government & e-government services
9.4.2.3 Open data & transparency
9.4.2.4 Other government & public sector services
9.5 TELECOMMUNICATIONS
9.5.1 DEMAND FOR GREATER NETWORK REACH ACROSS TELECOM PROVIDERS
9.5.2 TELECOMMUNICATIONS: APPLICATION AREAS
TABLE 85 TELECOMMUNICATIONS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 86 TELECOMMUNICATIONS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.5.2.1 Network function virtualization (NFV)
9.5.2.2 Software-defined networking (SDN)
9.5.2.3 Edge computing
9.5.2.4 Other telecommunication services
9.6 IT & ITES
9.6.1 INVESTMENT IN NEW TECHNOLOGIES TO SPUR INNOVATION AND ATTRACT CONSUMERS
9.6.2 IT & ITES: APPLICATION AREAS
TABLE 87 IT & ITES: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 88 IT & ITES: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)

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9.6.2.1 DevOps
9.6.2.2 Big data & analytics
9.6.2.3 IT security & compliance
9.6.2.4 Other IT & ITeS services
9.7 RETAIL & CONSUMER GOODS
9.7.1 DEMAND FOR BETTER STORAGE, BACKUP, AND SECURITY SERVICES
9.7.2 RETAIL & CONSUMER GOODS: APPLICATION AREAS
TABLE 89 RETAIL & CONSUMER GOODS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 90 RETAIL & CONSUMER GOODS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.7.2.1 eCommerce & online marketplaces
9.7.2.2 Customer relationship management (CRM)
9.7.2.3 Point of sale (PoS) systems
9.7.2.4 Other retail & consumer goods services
9.8 MANUFACTURING
9.8.1 SEAMLESS DATA MANAGEMENT AND REAL-TIME VISIBILITY OFFERED BY CLOUD COMPUTING SERVICES
9.8.2 MANUFACTURING: APPLICATION AREAS
TABLE 91 MANUFACTURING: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 92 MANUFACTURING: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.8.2.1 Supply chain management
9.8.2.2 Product lifecycle management
9.8.2.3 Manufacturing execution systems (MES)
9.8.2.4 Other manufacturing services
9.9 MEDIA & ENTERTAINMENT
9.9.1 HYBRID OR MULTI-CLOUD DEPLOYMENTS TO ALLOW WORKLOADS TO BE SHIFTED ACROSS PUBLIC AND PRIVATE INFRASTRUCTURES
9.9.2 MEDIA & ENTERTAINMENT: APPLICATION AREAS
TABLE 93 MEDIA & ENTERTAINMENT: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 94 MEDIA & ENTERTAINMENT: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.9.2.1 Content storage & distribution
9.9.2.2 Media streaming
9.9.2.3 Content production & post-production
9.9.2.4 Other media & entertainment services

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9.10 HEALTHCARE & LIFE SCIENCES
9.10.1 INCREASED FOCUS ON MANAGING PATIENTS' RECORDS
9.10.2 HEALTHCARE & LIFE SCIENCES: APPLICATION AREAS
TABLE 95 HEALTHCARE & LIFE SCIENCES: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 96 HEALTHCARE & LIFE SCIENCES: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
9.10.2.1 Electronic health records (EHRs)
9.10.2.2 Telemedicine & remote patient monitoring
9.10.2.3 Genomic sequencing & bioinformatics
9.10.2.4 Other healthcare & life science services
9.11 OTHER VERTICALS
TABLE 97 OTHER VERTICALS: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 98 OTHER VERTICALS: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)

10 CLOUD COMPUTING MARKET, BY REGION

10.1 INTRODUCTION
FIGURE 41 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD
TABLE 99 CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 100 CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
10.2 NORTH AMERICA
10.2.1 NORTH AMERICA: CLOUD COMPUTING MARKET DRIVERS
10.2.2 NORTH AMERICA: RECESSION IMPACT
FIGURE 42 NORTH AMERICA: MARKET SNAPSHOT
TABLE 101 NORTH AMERICA: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2018–2022 (USD BILLION)
TABLE 102 NORTH AMERICA: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2023–2028 (USD BILLION)
TABLE 103 NORTH AMERICA: CLOUD COMPUTING MARKET, BY IAAS, 2018–2022 (USD BILLION)
TABLE 104 NORTH AMERICA: CLOUD COMPUTING MARKET, BY IAAS, 2023–2028 (USD BILLION)
TABLE 105 NORTH AMERICA: CLOUD COMPUTING MARKET, BY PAAS, 2018–2022 (USD BILLION)
TABLE 106 NORTH AMERICA: CLOUD COMPUTING MARKET, BY PAAS,

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2023–2028 (USD BILLION)
TABLE 107 NORTH AMERICA: CLOUD COMPUTING MARKET, BY SAAS, 2018–2022 (USD BILLION)
TABLE 108 NORTH AMERICA: CLOUD COMPUTING MARKET, BY SAAS, 2023–2028 (USD BILLION)
TABLE 109 NORTH AMERICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 110 NORTH AMERICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 111 NORTH AMERICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 112 NORTH AMERICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
TABLE 113 NORTH AMERICA: CLOUD COMPUTING MARKET, BY VERTICAL, 2018–2022 (USD BILLION)
TABLE 114 NORTH AMERICA: CLOUD COMPUTING MARKET, BY VERTICAL, 2023–2028 (USD BILLION)
TABLE 115 NORTH AMERICA: CLOUD COMPUTING MARKET, BY COUNTRY, 2018–2022 (USD BILLION)
TABLE 116 NORTH AMERICA: CLOUD COMPUTING MARKET, BY COUNTRY, 2023–2028 (USD BILLION)
10.2.3 US
10.2.3.1 Presence of several cloud computing providers to drive market
TABLE 117 US: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 118 US: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 119 US: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 120 US: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.2.4 CANADA
10.2.4.1 Presence of knowledgeable and skilled workforce to boost market
TABLE 121 CANADA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 122 CANADA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 123 CANADA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)

TABLE 124 CANADA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.3 EUROPE
10.3.1 EUROPE: CLOUD COMPUTING MARKET DRIVERS
10.3.2 EUROPE: RECESSION IMPACT
TABLE 125 EUROPE: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2018–2022 (USD BILLION)
TABLE 126 EUROPE: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2023–2028 (USD BILLION)
TABLE 127 EUROPE: CLOUD COMPUTING MARKET, BY IAAS, 2018–2022 (USD BILLION)
TABLE 128 EUROPE: CLOUD COMPUTING MARKET, BY IAAS, 2023–2028 (USD BILLION)
TABLE 129 EUROPE: CLOUD COMPUTING MARKET, BY PAAS, 2018–2022 (USD BILLION)
TABLE 130 EUROPE: CLOUD COMPUTING MARKET, BY PAAS, 2023–2028 (USD BILLION)
TABLE 131 EUROPE: CLOUD COMPUTING MARKET, BY SAAS, 2018–2022 (USD BILLION)
TABLE 132 EUROPE: CLOUD COMPUTING MARKET, BY SAAS, 2023–2028 (USD BILLION)
TABLE 133 EUROPE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 134 EUROPE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 135 EUROPE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 136 EUROPE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
TABLE 137 EUROPE: CLOUD COMPUTING MARKET, BY VERTICAL, 2018–2022 (USD BILLION)
TABLE 138 EUROPE: CLOUD COMPUTING MARKET, BY VERTICAL, 2023–2028 (USD BILLION)
TABLE 139 EUROPE: CLOUD COMPUTING MARKET, BY COUNTRY, 2018–2022 (USD BILLION)
TABLE 140 EUROPE: CLOUD COMPUTING MARKET, BY COUNTRY, 2023–2028 (USD BILLION)
10.3.3 UK
10.3.3.1 Increase in digitalization and rapid surge in mobile devices to accelerate

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market growth
TABLE 141 UK: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 142 UK: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 143 UK: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 144 UK: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.3.4 GERMANY
10.3.4.1 Need for data governance and high levels of security to fuel market growth
TABLE 145 GERMANY: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 146 GERMANY: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 147 GERMANY: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 148 GERMANY: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.3.5 FRANCE
10.3.5.1 Increase in expansion of cloud-based businesses to drive market
TABLE 149 FRANCE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 150 FRANCE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 151 FRANCE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 152 FRANCE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.3.6 SPAIN
10.3.6.1 Expansion plans and road maps of 'hyper scalars' to drive market
TABLE 153 SPAIN: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 154 SPAIN: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 155 SPAIN: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 156 SPAIN: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)

10.3.7 ITALY
10.3.7.1 Smart city initiatives and digital transformation to fuel market growth
TABLE 157 ITALY: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 158 ITALY: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 159 ITALY: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 160 ITALY: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.3.8 NETHERLANDS
10.3.8.1 Increase in focus on international trade and favorable regulations to boost market
TABLE 161 NETHERLANDS: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 162 NETHERLANDS: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 163 NETHERLANDS: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 164 NETHERLANDS: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.3.9 REST OF EUROPE
TABLE 165 REST OF EUROPE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 166 REST OF EUROPE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 167 REST OF EUROPE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 168 REST OF EUROPE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4 ASIA PACIFIC
10.4.1 ASIA PACIFIC: CLOUD COMPUTING MARKET DRIVERS
10.4.2 ASIA PACIFIC: RECESSION IMPACT
FIGURE 43 ASIA PACIFIC: REGIONAL SNAPSHOT
TABLE 169 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2018–2022 (USD BILLION)
TABLE 170 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2023–2028 (USD BILLION)
TABLE 171 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY IAAS, 2018–2022

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(USD BILLION)
TABLE 172 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY IAAS, 2023–2028 (USD BILLION)
TABLE 173 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY PAAS, 2018–2022 (USD BILLION)
TABLE 174 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY PAAS, 2023–2028 (USD BILLION)
TABLE 175 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY SAAS, 2018–2022 (USD BILLION)
TABLE 176 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY SAAS, 2023–2028 (USD BILLION)
TABLE 177 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 178 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 179 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 180 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
TABLE 181 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY VERTICAL, 2018–2022 (USD BILLION)
TABLE 182 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY VERTICAL, 2023–2028 (USD BILLION)
TABLE 183 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY COUNTRY, 2018–2022 (USD BILLION)
TABLE 184 ASIA PACIFIC: CLOUD COMPUTING MARKET, BY COUNTRY, 2023–2028 (USD BILLION)
10.4.3 CHINA
10.4.3.1 Low costs and enhanced business efficiencies to boost demand for cloud-based technologies
TABLE 185 CHINA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 186 CHINA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 187 CHINA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 188 CHINA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4.4 JAPAN

10.4.4.1 High involvement of SMEs in cloud adoption to drive market
TABLE 189 JAPAN: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 190 JAPAN: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 191 JAPAN: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 192 JAPAN: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4.5 AUSTRALIA
10.4.5.1 Rapid technological advancements and high degree of R&D to foster market growth
TABLE 193 AUSTRALIA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 194 AUSTRALIA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 195 AUSTRALIA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 196 AUSTRALIA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4.6 SINGAPORE
10.4.6.1 Balanced approach to protecting personal information and facilitating innovation to accelerate market growth
TABLE 197 SINGAPORE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 198 SINGAPORE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 199 SINGAPORE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 200 SINGAPORE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4.7 INDIA
10.4.7.1 Broad customer base and rapid adoption of new technologies to drive market
TABLE 201 INDIA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 202 INDIA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 203 INDIA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE,

2018–2022 (USD BILLION)
TABLE 204 INDIA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4.8 SOUTH KOREA
10.4.8.1 Increasing number of vendors and attractive kick-start packages to accelerate market growth
TABLE 205 SOUTH KOREA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 206 SOUTH KOREA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 207 SOUTH KOREA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 208 SOUTH KOREA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.4.9 REST OF ASIA PACIFIC
TABLE 209 REST OF ASIA PACIFIC: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 210 REST OF ASIA PACIFIC: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 211 REST OF ASIA PACIFIC: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 212 REST OF ASIA PACIFIC: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.5 MIDDLE EAST & AFRICA
10.5.1 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET DRIVERS
10.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT
TABLE 213 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2018–2022 (USD BILLION)
TABLE 214 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2023–2028 (USD BILLION)
TABLE 215 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY IAAS, 2018–2022 (USD BILLION)
TABLE 216 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY IAAS, 2023–2028 (USD BILLION)
TABLE 217 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY PAAS, 2018–2022 (USD BILLION)
TABLE 218 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY PAAS, 2023–2028 (USD BILLION)
TABLE 219 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY SAAS,

2018–2022 (USD BILLION)
TABLE 220 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY SAAS, 2023–2028 (USD BILLION)
TABLE 221 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 222 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 223 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 224 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
TABLE 225 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY VERTICAL, 2018–2022 (USD BILLION)
TABLE 226 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY VERTICAL, 2023–2028 (USD BILLION)
TABLE 227 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY REGION, 2018–2022 (USD BILLION)
TABLE 228 MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY REGION, 2023–2028 (USD BILLION)
10.5.3 GULF CORPORATION COUNCIL (GCC)
10.5.3.1 Quick IT resource deployment, low-cost storage services, and resource monitoring to drive adoption of cloud computing
TABLE 229 GCC: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 230 GCC: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 231 GCC: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 232 GCC: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
TABLE 233 GCC: CLOUD COMPUTING MARKET, BY COUNTRY, 2018–2022 (USD BILLION)
TABLE 234 GCC: CLOUD COMPUTING MARKET, BY COUNTRY, 2023–2028 (USD BILLION)
10.5.3.2 Saudi Arabia
10.5.3.3 Large mobile workforce and growing economy to drive market
TABLE 235 SAUDI ARABIA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 236 SAUDI ARABIA: CLOUD COMPUTING MARKET, BY DEPLOYMENT

MODEL, 2023–2028 (USD BILLION)
TABLE 237 SAUDI ARABIA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 238 SAUDI ARABIA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.5.3.4 UAE
10.5.3.4.1 Rising digital transformation to propel market
TABLE 239 UAE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 240 UAE: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 241 UAE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 242 UAE: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.5.3.5 Qatar
10.5.3.5.1 Increase in government investments and economic development to accelerate market growth
TABLE 243 QATAR: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 244 QATAR: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 245 QATAR: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 246 QATAR: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.5.3.6 Rest of GCC countries
TABLE 247 REST OF GCC COUNTRIES: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 248 REST OF GCC COUNTRIES: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 249 REST OF GCC COUNTRIES: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 250 REST OF GCC COUNTRIES: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.5.4 SOUTH AFRICA
10.5.4.1 High adoption of cloud services by startups due to low costs and operational benefits to propel market
TABLE 251 SOUTH AFRICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT

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MODEL, 2018–2022 (USD BILLION)
TABLE 252 SOUTH AFRICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 253 SOUTH AFRICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 254 SOUTH AFRICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.5.5 REST OF MIDDLE EAST & AFRICA
TABLE 255 REST OF MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 256 REST OF MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 257 REST OF MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 258 REST OF MIDDLE EAST & AFRICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.6 LATIN AMERICA
10.6.1 LATIN AMERICA: CLOUD COMPUTING MARKET DRIVERS
10.6.2 LATIN AMERICA: RECESSION IMPACT
TABLE 259 LATIN AMERICA: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2018–2022 (USD BILLION)
TABLE 260 LATIN AMERICA: CLOUD COMPUTING MARKET, BY SERVICE MODEL, 2023–2028 (USD BILLION)
TABLE 261 LATIN AMERICA: CLOUD COMPUTING MARKET, BY IAAS, 2018–2022 (USD BILLION)
TABLE 262 LATIN AMERICA: CLOUD COMPUTING MARKET, BY IAAS, 2023–2028 (USD BILLION)
TABLE 263 LATIN AMERICA: CLOUD COMPUTING MARKET, BY PAAS, 2018–2022 (USD BILLION)
TABLE 264 LATIN AMERICA: CLOUD COMPUTING MARKET, BY PAAS, 2023–2028 (USD BILLION)
TABLE 265 LATIN AMERICA: CLOUD COMPUTING MARKET, BY SAAS, 2018–2022 (USD BILLION)
TABLE 266 LATIN AMERICA: CLOUD COMPUTING MARKET, BY SAAS, 2023–2028 (USD BILLION)
TABLE 267 LATIN AMERICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 268 LATIN AMERICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)

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TABLE 269 LATIN AMERICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 270 LATIN AMERICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
TABLE 271 LATIN AMERICA: CLOUD COMPUTING MARKET, BY VERTICAL, 2018–2022 (USD BILLION)
TABLE 272 LATIN AMERICA: CLOUD COMPUTING MARKET, BY VERTICAL, 2023–2028 (USD BILLION)
TABLE 273 LATIN AMERICA: CLOUD COMPUTING MARKET, BY COUNTRY, 2018–2022 (USD BILLION)
TABLE 274 LATIN AMERICA: CLOUD COMPUTING MARKET, BY COUNTRY, 2023–2028 (USD BILLION)
10.6.3 BRAZIL
10.6.3.1 Need to modernize infrastructure and greater speed in catering to business demands to boost market
TABLE 275 BRAZIL: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 276 BRAZIL: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 277 BRAZIL: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 278 BRAZIL: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.6.4 MEXICO
10.6.4.1 Need to enhance employee experience and increase organizational productivity to drive market
TABLE 279 MEXICO: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 280 MEXICO: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)
TABLE 281 MEXICO: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 282 MEXICO: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)
10.6.5 REST OF LATIN AMERICA
TABLE 283 LATIN AMERICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2018–2022 (USD BILLION)
TABLE 284 LATIN AMERICA: CLOUD COMPUTING MARKET, BY DEPLOYMENT MODEL, 2023–2028 (USD BILLION)

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TABLE 285 LATIN AMERICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2018–2022 (USD BILLION)
TABLE 286 LATIN AMERICA: CLOUD COMPUTING MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD BILLION)

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW
11.2 KEY PLAYERS STRATEGIES/RIGHT TO WIN
FIGURE 44 OVERVIEW OF STRATEGIES ADOPTED BY KEY CLOUD COMPUTING VENDORS
11.3 REVENUE ANALYSIS
FIGURE 45 HISTORICAL FIVE-YEAR SEGMENTAL REVENUE ANALYSIS OF KEY CLOUD COMPUTING PROVIDERS
11.4 MARKET SHARE ANALYSIS
FIGURE 46 MARKET SHARE ANALYSIS, 2022
TABLE 287 CLOUD COMPUTING MARKET: DEGREE OF COMPETITION
11.5 PRODUCT/BRAND COMPARISON
TABLE 288 BRANDS COMPARISON/VENDOR PRODUCT LANDSCAPE
11.6 GLOBAL SNAPSHOT OF KEY MARKET PARTICIPANTS
FIGURE 47 CLOUD COMPUTING MARKET: GLOBAL SNAPSHOT OF KEY MARKET PARTICIPANTS
11.7 COMPANY EVALUATION MATRIX
FIGURE 48 COMPANY EVALUATION MATRIX FOR KEY PLAYERS: CRITERIA WEIGHTAGE
  11.7.1 STARS
  11.7.2 EMERGING LEADERS
  11.7.3 PERVASIVE PLAYERS
  11.7.4 PARTICIPANTS
FIGURE 49 COMPANY EVALUATION MATRIX
  11.7.5 COMPANY FOOTPRINT
TABLE 289 COMPANY REGION FOOTPRINT
TABLE 290 COMPANY SERVICE MODEL FOOTPRINT
TABLE 291 COMPANY DEPLOYMENT MODEL FOOTPRINT
TABLE 292 COMPANY VERTICAL FOOTPRINT
TABLE 293 COMPANY FOOTPRINT
11.8 STARTUP/SME EVALUATION MATRIX
FIGURE 50 STARTUP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE
FIGURE 51 STARTUP/SME EVALUATION MATRIX

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11.8.1 PROGRESSIVE COMPANIES
11.8.2 RESPONSIVE VENDORS
11.8.3 DYNAMIC COMPANIES
11.8.4 STARTING BLOCKS
11.8.5 COMPETITIVE BENCHMARKING OF STARTUPS/SMES
TABLE 294 CLOUD COMPUTING MARKET: DETAILED LIST OF KEY STARTUPS/SMES
TABLE 295 STARTUP/SME FOOTPRINT, BY REGION
TABLE 296 STARTUP/SME FOOTPRINT, BY SERVICE
TABLE 297 STARTUP/SME FOOTPRINT
11.9 COMPANY FINANCIAL METRICS
FIGURE 52 VALUATION AND FINANCIAL METRICS OF CLOUD COMPUTING VENDORS
11.10 KEY MARKET DEVELOPMENTS
11.10.1 PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS
TABLE 298 CLOUD COMPUTING MARKET: PRODUCT LAUNCHES
11.10.2 DEALS
TABLE 299 CLOUD COMPUTING MARKET: DEALS

12 COMPANY PROFILES

12.1 INTRODUCTION
(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*
12.2 KEY PLAYERS
12.2.1 AWS
TABLE 300 AWS: COMPANY OVERVIEW
FIGURE 53 AWS: COMPANY SNAPSHOT
TABLE 301 AWS: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 302 AWS: PRODUCT LAUNCHES
TABLE 303 AWS: DEALS
12.2.2 MICROSOFT
TABLE 304 MICROSOFT: COMPANY OVERVIEW
FIGURE 54 MICROSOFT: COMPANY SNAPSHOT
TABLE 305 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 306 MICROSOFT: PRODUCT LAUNCHES
TABLE 307 MICROSOFT: DEALS
12.2.3 GOOGLE
TABLE 308 GOOGLE: COMPANY OVERVIEW

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FIGURE 55 GOOGLE: COMPANY SNAPSHOT
TABLE 309 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 310 GOOGLE: PRODUCT LAUNCHES
TABLE 311 GOOGLE: DEALS
12.2.4 ALIBABA CLOUD
TABLE 312 ALIBABA CLOUD: COMPANY OVERVIEW
FIGURE 56 ALIBABA CLOUD: COMPANY SNAPSHOT
TABLE 313 ALIBABA CLOUD: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 314 ALIBABA CLOUD: PRODUCT LAUNCHES
TABLE 315 ALIBABA CLOUD: DEALS
12.2.5 IBM
TABLE 316 IBM: COMPANY OVERVIEW
FIGURE 57 IBM: COMPANY SNAPSHOT
TABLE 317 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 318 IBM: PRODUCT LAUNCHES
TABLE 319 IBM: DEALS
12.2.6 SALESFORCE
TABLE 320 SALESFORCE: COMPANY OVERVIEW
FIGURE 58 SALESFORCE: COMPANY SNAPSHOT
TABLE 321 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 322 SALESFORCE: PRODUCT LAUNCHES
TABLE 323 SALESFORCE: DEALS
12.2.7 ORACLE
TABLE 324 ORACLE: COMPANY OVERVIEW
FIGURE 59 ORACLE: COMPANY SNAPSHOT
TABLE 325 ORACLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 326 ORACLE: PRODUCT LAUNCHES
TABLE 327 ORACLE: DEALS
12.2.8 SAP
TABLE 328 SAP: COMPANY OVERVIEW
FIGURE 60 SAP: COMPANY SNAPSHOT
TABLE 329 SAP: PRODUCTS/SERVICES/SOLUTIONS OFFERED
TABLE 330 SAP: PRODUCT LAUNCHES
TABLE 331 SAP: DEALS
12.2.9 ADOBE
TABLE 332 ADOBE: COMPANY OVERVIEW
FIGURE 61 ADOBE: COMPANY SNAPSHOT
TABLE 333 ADOBE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 334 ADOBE: PRODUCT LAUNCHES

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TABLE 335 ADOBE: DEALS
12.2.10 TENCENT CLOUD
TABLE 336 TENCENT CLOUD: COMPANY OVERVIEW
FIGURE 62 TENCENT CLOUD: COMPANY SNAPSHOT
TABLE 337 TENCENT CLOUD: PRODUCT/SOLUTIONS/SERVICES OFFERED
TABLE 338 TENCENT CLOUD: PRODUCT LAUNCHES
TABLE 339 TENCENT CLOUD: DEALS
12.3 OTHER PLAYERS
12.3.1 WORKDAY
12.3.2 FUJITSU
12.3.3 VMWARE
12.3.4 RACKSPACE
12.3.5 DXC
12.3.6 NEC
12.3.7 JOYENT
12.3.8 DIGITALOCEAN
12.3.9 SKYTAP
12.3.10 OVH
12.3.11 NAVISITE
12.3.12 CENTURYLINK
12.3.13 INFOR
12.3.14 SAGE
12.3.15 INTUIT
12.3.16 OPENTEXT
12.3.17 CISCO
12.3.18 BOX
12.3.19 ZOHO
12.3.20 CITRIX
12.3.21 EPICOR
12.3.22 UPLAND SOFTWARE
12.3.23 SERVICENOW
12.3.24 IFS
*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.
12.4 STARTUPS/SMES
12.4.1 APP MAISTERS
12.4.2 ZYMR
12.4.3 JDV TECHNOLOGIES
12.4.4 TUDIP TECHNOLOGIES

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12.4.5 VISARTECH
12.4.6 CLOUDFLEX
12.4.7 CLOUDWAYS
12.4.8 VULTR
12.4.9 PCLOUD

13 ADJACENT AND RELATED MARKETS

13.1 INTRODUCTION
13.1.1 RELATED MARKETS
13.2 EDGE COMPUTING MARKET
TABLE 340 EDGE COMPUTING MARKET, BY COMPONENT, 2018–2022 (USD MILLION)
TABLE 341 EDGE COMPUTING MARKET, BY COMPONENT, 2023–2028 (USD MILLION)
13.3 CLOUD APPLICATIONS MARKET
TABLE 342 CLOUD APPLICATIONS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)
13.4 FINANCE CLOUD MARKET
TABLE 343 FINANCE CLOUD MARKET, BY OFFERING, 2019–2022 (USD MILLION)
TABLE 344 FINANCE CLOUD MARKET, BY OFFERING, 2023–2028 (USD MILLION)

14 APPENDIX

14.1 DISCUSSION GUIDE
14.2 KNOWLEDGESTORE: MARKETSANDMARKETS’ SUBSCRIPTION PORTAL
14.3 CUSTOMIZATION OPTIONS
14.4 RELATED REPORTS
14.5 AUTHOR DETAILS

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