

Data Center Busbar Market by IT Load (AI, Non-AI), Data Center Type (Hyperscale, Colocation, Enterprise), Conductor Type (Copper, Aluminum & Hybrid), Power Source (AC, DC), Power Ampacity, Space Type (Gray, White), and Region - Global Forecast to 2032

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Abstracts

The global data center busbar market is projected to grow from USD 1.38 billion in 2026 to USD 3.01 billion by 2032, at a CAGR of 14.0% during the forecast period. The global data center busbar market is witnessing strong growth, supported by rapid data center expansion, increasing AI adoption, and rising rack power densities. Several trends are driving demand for high-ampacity, compact, modular, and scalable busbar systems that enable flexible power distribution, faster deployment, and efficient capacity expansion. The continued development of hyperscale and AI-focused data centers is therefore expected to remain a key driver of busbar adoption globally.

“By IT load, the non-AI segment is expected to account for the second-largest share during the forecast period.”

The non-AI segment is expected to account for the second-largest share of the data center busbar market during the forecast period, supported by continued demand for conventional cloud computing, enterprise applications, storage, networking, content delivery, and digital services. Although AI workloads are expanding faster, conventional servers still account for a significant share of data center power consumption and are projected to grow steadily through 2030. The expansion of colocation and enterprise facilities, along with increasing digitalization and cloud adoption, is sustaining investments in non-AI computing infrastructure. These facilities require reliable and

flexible power distribution to support growing server and rack capacity, creating continued demand for busbar systems. Modular busbars also enable easier installation, equipment reconfiguration, and incremental capacity expansion, making them suitable for evolving non-AI data center environments.

“By power ampacity, the high ampacity segment is expected to account for the second-largest market share in terms of value.”

The high ampacity segment is expected to account for the second-largest share of the data center busbar market by power ampacity, in terms of value, in 2025, driven by increasing power requirements from hyperscale facilities, high-density computing, and AI infrastructure. As data centers deploy larger server clusters and higher-power racks, operators need busbar systems that can handle substantial electrical loads while maintaining reliability and thermal performance. High-ampacity busways are already available across ratings of 1,250 A to 2,000 A and above, demonstrating their suitability for large-scale power distribution applications. The expansion of large greenfield campuses and rising rack densities is expected to support adoption of high-capacity busbars, particularly where scalable, flexible power distribution is required.

“Asia Pacific to account for the second-largest market share during the forecast period.”

Asia Pacific is expected to account for the second-largest share of the data center busbar market during the forecast period, in terms of value, supported by rapid expansion of data center infrastructure, cloud adoption, digitalization, and AI deployment. The region is witnessing significant investment in hyperscale and colocation facilities across several countries. CBRE highlights strong Asia Pacific data center demand driven by AI, cloud adoption, and digitalization, while the IEA expects data center electricity demand in Southeast Asia alone to more than double by 2030. These developments are increasing requirements for reliable, high-capacity, and scalable electrical distribution systems. Busbars are gaining traction because their modular design, compact footprint, and flexible power distribution support large facilities and rising rack densities. Continued hyperscale expansion and AI-ready data center development are therefore expected to sustain strong busbar demand across regions.

Profile breakdown of primary participants for the report:

By Company Type: Tier 1 – 65%, Tier 2 – 20%, and Tier 3 – 15%

By Designation: Directors – 25%, Managers – 30%, and Others – 45%

By Region: North America – 30%, Asia Pacific – 40%, Europe – 20%, and Rest of the World – 10%

Legrand (France), Schneider Electric (France), Vertiv Group Corp. (US), Eaton (Ireland), and ABB (Switzerland) are major players in the data center busbar market.

Research Coverage:

The report segments the data center busbar market based on IT load, conductor type, data center type, space type, power source, power ampacity, and region. It provides detailed information regarding the major factors influencing the market's growth, such as drivers, restraints, opportunities, and challenges. It profiles data center busbar manufacturers and analyzes their market shares and core competencies.

Reasons to Buy the Report:

The report is expected to help market leaders/new entrants by providing them with the closest approximations of revenue numbers for the data center busbar market and its segments. This report is also expected to help stakeholders better understand the market's competitive landscape, gain insights to improve their business position, and develop suitable go-to-market strategies. It also enables stakeholders to understand the market's pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

Analysis of critical DROCs: Drivers (rising number of data centers and increasing server/rack power density, growing adoption of AI clusters driving need for advanced power distribution architectures, expansion of hyperscale data centers, increasing need for operational flexibility, growing demand for energy-efficient and thermally optimized power distribution), Restraints (high capital expenditure and retrofitting complexity in older facilities, intense procurement scrutiny), Opportunities (growing AI infrastructure driving demand for high-ampacity busbar solutions, emergence of high-power DC power distribution, increasing retrofit demand driven by AI infrastructure upgrades), and Challenges (volatility in raw material prices, limited availability of high-purity

copper, regulatory & standardization constraints).

Product Development/Innovation: Detailed insights on upcoming technologies and research & development activities in the data center busbar market.

Market Development: Comprehensive information about lucrative markets – the report analyses the data center busbar market across varied regions.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players such as Legrand (France), Schneider Electric (France), Vertiv Group Corp. (US), Eaton (Ireland), and ABB (Switzerland) in the data center busbar market.

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