

# Data Center Colocation - Company Evaluation Report, 2025

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## Abstracts

The Data Center Colocation Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Data Center Colocation. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 19 Data Center Colocation Companies were categorized and recognized as quadrant leaders.

Data center colocation involves placing an organization's computing infrastructure—such as servers, storage, and networking equipment—within a third-party facility that offers power, cooling, physical security, and high-speed connectivity. This approach allows businesses to expand their IT operations without the need to invest in or maintain their own on-premise data centers. Colocation reduces capital expenditures, supports higher uptime, and provides access to redundant, secure, and carrier-neutral infrastructure, while still allowing customers to maintain full control over their hardware and applications.

Based on insights from various sources and associations, MarketsandMarkets defines data center colocation as a service model where businesses rent space within a third-party data center facility to house their servers, storage systems, and networking equipment. Instead of building and maintaining their own data centers, organizations colocate their IT infrastructure in professionally managed environments that provide robust power, cooling, security, and connectivity. This arrangement allows enterprises to retain control over their hardware and software while benefiting from the economies of scale, reliability, and geographic redundancy offered by colocation providers. Colocation services are typically categorized into retail colocation, where clients lease

smaller units such as racks or cabinets, and wholesale colocation, where larger, dedicated spaces such as entire suites or data halls are leased to meet custom requirements.

The 360 Quadrant maps the Data Center Colocation companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Data Center Colocation quadrant. The top criteria for product footprint evaluation included By SERVICE TYPE (Traditional Colocation, Managed Colocation), By SERVICE SCALE (Retail Colocation, Wholesale Colocation), By WORKLOAD TYPE (High Performance Computing, General Purpose IT), By ORGANIZATION SIZE (SMEs, Large Enterprises), and By END USER (Hyperscalers, Enterprises).

Key players in the Data Center Colocation market include major global corporations and specialized innovators such as Equinix, Digital Realty, NTT Data, QTS Data Centers, KDDI Corporation, Iron Mountain, China Telecom Corporation Ltd, CyrusOne, CenterSquare, Vantage Data Centers, EdgeConnex, Switch, Coresite, Flexential, TierPoint, Cologix, AT&T, Global Data Systems, and Verne Global. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

### Top 3 Companies

#### Equinix

Equinix is a leader in the global data center colocation market, consistently maintaining its position through strategic investments in global expansion, interconnection services, and platform innovation. With revenues rising from USD 4,596 million in 2020 to an estimated USD 6,525 million in 2024, Equinix continues to benefit from the shift toward hybrid IT and digital infrastructure modernization. The company's highly interconnected IBX data centers and Platform Equinix cater to both enterprise and hyperscale clients, driving strong demand.

#### Digital Realty

Digital Realty exhibits strong revenue momentum, growing its revenues from USD 3,903.6 million in 2020 to approximately USD 5,555 million in 2024. As a top choice for hyperscale and colocation customers, Digital Realty's presence in high-growth markets and its focus on sustainable infrastructure enhances its market competitiveness. The company's PlatformDIGITAL ecosystem supports data gravity and hybrid cloud

strategies, which are critical for modern data demands.

### NTT Global Data Centers

NTT Global Data Centers has shown a robust upward trajectory with revenues increasing from USD 1,251.3 million in 2020 to USD 1,808.1 million in 2024, reflecting a CAGR of approximately 9.7%. This growth is driven by NTT's global expansion strategy, strong presence in APAC and Europe, and the increasing demand for managed colocation solutions. With high-density, energy-efficient data centers and value-added services, NTT meets the evolving needs of enterprise and cloud-native clients.

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