

Data Center Power Market by Solution (Power Monitoring, Power Distribution, Power Backup, and Cabling Infrastructure), Service (System Integration, Training & Consulting, and Support & Maintenance), End-User Type, Vertical, and Region - Global Forecast to 2025

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Abstracts

Rising adoption of cloud services which requires highly reliable data centers, to drive the growth of data center powermarket

MarketsandMarkets projects the global data center power market to grow from USD 19.1billion in 2020 to USD 26.1billion by 2025, at a Compound Annual Growth Rate (CAGR) of 6.4% during the forecast period. The key factors driving the data center power market include growing construction of new data centers due to the rising demand for data storage by organizations across the globe; The unprecedented rise in power consumption by the data centers has increased operational and power costs, and it has become a challenge for end users to manage and conserve power in the data centers. Thus, data center managers and IT professionals focus on the implementation of highly efficient data center power solutions for business continuity.

Power monitoring solution segment to grow at the highest CAGR during the forecast period

Power monitoring offers administrators, site managers, and operators a complete view of the data center power management system. It includes power monitoring software and hardware, such as meters, gateways, and adapters. It offers quick display of current, volts, real power, apparent power, power factors, and kilowatt hours. By

monitoring all these variables, the site manager or operators can evaluate power consumption and energy usage on a real-time basis. Data center managers and IT professionals can monitor and control power usage, reduce downtime, and regulate the existing power infrastructure of data centers. This monitoring helps reduce energy usage and maintain the IT equipment in data centers. It also helps data center providers to reduce energy, preventing unnecessary downtime and efficiently utilizing data center power infrastructure.

BFSI vertical to hold the largest market size during the forecast period

The BFSI vertical adopts cloud services to save operational costs and offer high business continuity. The adoption of cloud services in the BFSI vertical requires data centers to store data and process these services on a real-time basis. The data centers in this vertical offer high computing power and reduce time-to-market for BFSI institutions. These data centers also offer services, such as virtual machine disk library, file or object storage, firewalls, load balancers, IP addresses, and network connectivity in overlays or Virtual Local Area Networks (VLANs). They ensure business continuity by focusing on issues such as manageability, scalability, efficiency, and energy efficiency for the BFSI vertical. These issues will not be met if there is no efficiency in supply of power to data centers. Therefore, power solutions play an important role in minimizing the risk of business continuity and cost solutions in the BFSI vertical.

Data center power market in Asia Pacific to grow at the highest CAGR during the forecast period

APAC is the fastest-growing region in the data center power market. The region has witnessed huge investments in data center construction. Factors such as the internet penetration, cloud computing, growing economy, and rapid infrastructure development have contributed to the growth of the data center power market in the region. Major countries such as Australia, New Zealand, and China witness huge investments in industry verticals, such as BFSI, retail, healthcare, manufacturing, and telecommunications and IT, which have brought development and economic growth in APAC countries. The construction of data centers in APAC is comparatively higher due to the large untapped market areas for data center providers. The implementation of 5G has commenced in several countries, which will have a significant impact on the market, with telecommunication providers partnering with service providers in establishing edge data centers throughout the region.

Further, in-depth interviews were conducted with the Chief Executive Officers (CEOs),

Chief Marketing Officers (CMO), Chief Technology Officers (CTOs), Chief Operating Officers (COOs), Vice Presidents (VPs), Managing Directors (MDs), technology and innovation directors, and related key executives from various key companies and organizations operating in the data center power market.

By Company – Tier 1–33%, Tier 2–41%, and Tier 3–26%

By Designation – C-Level–47%, Director Level–35%,and Others–18%

By Region – North America–49%, Europe–29%, andAPAC–17%, RoW – 5%

The data center power market comprises major solution providers, such as Schneider Electric (France), Vertiv (US), ABB (Switzerland), Eaton (Ireland), Delta Electronics (Taiwan), Huawei (China), Legrand (France), Tripp Lite (US), Toshiba (Japan), Siemens (Germany), Mitsubishi Electric (Japan), Cisco (US), Kehua Tech (China), Socomec (France), Rittal (Germany), Cyber Power Systems (Germany), PDU Experts (UK), and AnordMardix (Ireland, UK and US). Some startups includes Raman Power Technologies (UK), N1 Critical Technologies (US), Critical Power (US), bXterra Power Technology (US), ZincFive (US), ZRGP (China) and Hardy Racks (India).

The study includes an in-depth competitive analysis of these key players in the data center power market with their company profiles, recent developments, and key market strategies.

Research Coverage

The data center power market revenue is primarily classified into revenues from hardware,platform, and services. Hardware revenue is associated with hardware offerings, such as local data centers, edge gateways, and edge devices, whileplatform revenue is associated with data center power tools and software. Further, services' revenue is associated with various support and maintenance, consultingand training, and integration services. The market is also segmentedon the basis ofapplication, organization size,vertical, and region.

Key benefits of the report

The report would help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall data

center power market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.

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About

The demand for data storage and its secure and efficient processing is continuously proliferating, resulting in significant growth in the need for data center capacity expansion. To accommodate this enormous information, companies are compelled to either build new data centers or expand the capacity of their existing data centers. However, to support increment in the data center capacity, huge amount of energy is required. Power contributes to almost half of the total cost associated with a data center. As a result, companies have developed innovative and efficient data center power solutions. Efficient power solutions help the data center managers in reducing their data center expenditure, and the Total Cost of Ownership (TCO). Data center power market is not new and prevailing since the concept of data centers was realized.

However, in all these years, this market has seen continuous technological advancements and upgradations. In the last 2 years, the global data center industry has experienced slowing of growth in the consumption of electricity in data centers. This is a result of the adoption of energy efficiency measures by various companies, across different regions.

With the continuously escalating need for data storage, the demand for efficient data center power solutions is expected to grow at a healthy rate in the coming years. In spite of decline in the utilization of traditional power solutions, data center power market is estimated to grow considerably in the coming years, due to the adoption of energy-efficient power technologies. Major players in the data center power market are Emerson Network Power, Schneider, Eaton, and ABB. The data center power market research report discusses the strategies and insights of the key vendors in the industry and also provides an in-depth study of driving forces and challenges for the data center power market. The report also analyzes global trends and future growth potentials across different regions. MarketsandMarkets has segmented the global data center power market by solution, deployment size, industry vertical, and region. The report also consists of MarketsandMarkets' views of the key players and analysts' insights on various developments that are taking place in the data center power market space. The forecast period of the data center power market research report is 2014-2019, with 2014 considered as the base year.

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