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# Data Center Storage Market By Storage Medium (SSDs, HDDs), Interface (SATA, SAS, NVMe), End User (Hyperscale/Cloud Service Providers, Enterprises, Government & Public Sector), Form Factor (3.5-inch, 2.5-inch, M.2), and Capacity - Global Forecast to 2032

https://marketpublishers.com/r/DA5851290A40EN.html
Date: May 2026
Pages: 341
Price: US$ 4,950.00 (Single User License)
ID: DA5851290A40EN

## Abstracts

The data center storage market is projected to reach USD 142.58 billion by 2032 from an estimated USD 89.09 billion in 2026, growing at a CAGR of 8.2% during the forecast period.

“Based on end user, the hyperscale/cloud service providers segment is expected to witness the highest CAGR during the forecast period.”

The hyperscale/cloud service providers segment is expected to witness the highest CAGR in the data center storage market, driven by increasing investments in hyperscale facilities, AI infrastructure, and large-scale cloud computing environments. These operators require high-capacity HDDs and high-performance SSDs to support massive data generation, AI training workloads, virtualization, and real-time analytics applications. Their growing focus on scalable, low-latency, and energy-efficient storage architectures is accelerating the deployment of advanced NVMe SSDs and ultra-high-capacity nearline HDDs. Additionally, expanding cloud adoption and increasing enterprise migration toward digital platforms are further driving storage infrastructure expansion across hyperscale environments.

“Based on deployment type, the cloud-based segment is expected to account for the largest market share during the forecast period.”

The cloud-based segment accounts for the largest share of the data center storage

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market due to the increasing adoption of cloud computing platforms, hyperscale infrastructure expansion, and rising enterprise migration toward digital workloads. Cloud-based storage environments require scalable, high-capacity, and low-latency HDD and SSD solutions to support AI applications, virtualization, analytics, and real-time data processing workloads. The growing presence of hyperscale cloud providers and the increasing demand for flexible, remotely accessible storage infrastructure are accelerating the deployment of advanced data center storage technologies. Additionally, rising enterprise demand for cost-efficient and scalable storage architectures is further strengthening the adoption of cloud-based storage deployments globally.

“Asia Pacific is expected to account for the largest market share during the forecast period.”

The Asia Pacific region accounts for the largest share of the data center storage market due to rapid hyperscale data center expansion, increasing cloud computing adoption, and rising AI infrastructure investments across major economies in the region. Growing enterprise digitalization and increasing internet penetration are accelerating demand for high-capacity HDDs and high-performance SSDs across cloud and enterprise environments. The strong presence of semiconductor manufacturing ecosystems and increasing investments by global cloud service providers are further supporting the large-scale deployment of advanced data center storage solutions across the Asia Pacific.

Extensive primary interviews were conducted with key industry experts in the data center storage market to determine and verify the market size for various segments and subsegments gathered through secondary research. The breakdown of primary participants for the report is shown below.

The study contains insights from various industry experts, including component suppliers, Tier 1 companies, and OEMs. The break-up of the primaries is as follows:

By Company Type - Tier 1 - 40%, Tier 2 - 35%, and Tier 3 - 25%

By Designation - C-level Executives - 35%, Directors - 40%, and Others - 25%

By Region – North America - 30%, Europe - 20%, Asia Pacific - 40%, and RoW - 10%

The data center storage market is characterized by the presence of several established

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SSD and HDD manufacturers, such as Samsung (South Korea), SK HYNIX INC. (South Korea), Micron Technology, Inc. (US), KIOXIA Corporation (Japan), Sandisk Corporation (US), Seagate Technology LLC (Ireland), Western Digital Corporation (US), and Toshiba Electronic Devices & Storage Corporation (Japan), among others.

The study includes an in-depth competitive analysis of these key players in the data center storage market, covering their company profiles, recent developments, product innovations, storage technology advancements, and key market strategies.

Study Coverage:

The report segments the data center storage market and forecasts its size by storage medium (hard disk drives (HDDs), solid-state drives (SSDs)), interface (SATA, SAS, NVMe), capacity (low capacity (20 TB)), form factor (3.5-inch, 2.5-inch, M.2, U.2/ U.3, EDSFF, Add-in-Cards (AICs)), deployment type (on-premises, cloud-based, hybrid), and end user (hyperscale/cloud service providers, enterprises, government & public sector). The report also analyses key market drivers, restraints, opportunities, and challenges influencing industry growth. It provides a detailed regional assessment across Asia Pacific, North America, Europe, and the RoW, along with country-level insights for major markets. In addition, the study includes a value chain analysis and a competitive landscape assessment of leading players in the global data center storage ecosystem.

Key Benefits of Buying the Report:

- Analysis of key drivers (increasing hyperscale data center deployments, rising adoption of AI and high-performance computing workloads, expanding cloud computing infrastructure, growing enterprise data generation, increasing demand for low-latency and high-capacity storage solutions), restraints (high capital investment requirements for advanced storage infrastructure, supply chain fluctuations in NAND flash and storage components, increasing power consumption and cooling requirements in large-scale data centers, pricing volatility in memory and storage devices), opportunities (growing AI server deployments, increasing adoption of edge computing infrastructure, rising demand for NVMe SSDs and ultra-high-capacity nearline HDDs, expansion of hyperscale and colocation data centers, increasing enterprise migration toward cloud-based storage architectures), challenges (thermal management and power efficiency concerns in high-density storage deployments, maintaining data reliability and endurance in AI-intensive workloads, complexities associated with scaling storage infrastructure for hyperscale environments, managing latency and performance requirements across data-intensive applications).

Product Development/Innovation: Detailed insights on emerging storage technologies, advancements in NAND flash architectures, PCIe Gen5 and NVMe interface developments, ongoing research and development activities, and new product launches in the data center storage market.

Market Development: Comprehensive information about high-growth markets—the report analyzes the data center storage market across North America, Europe, Asia Pacific, and the RoW.

Market Diversification: Exhaustive information about new storage technologies, untapped application areas, strategic investments, and expansion opportunities in the data center storage market.

Competitive Assessment: In-depth assessment of market shares and growth strategies of leading players, such as Samsung (South Korea), SK HYNIX INC. (South Korea), Micron Technology, Inc. (US), KIOXIA Corporation (Japan), Sandisk Corporation (US), Seagate Technology LLC(Ireland), Western Digital Corporation (US), and Toshiba Electronic Devices & Storage Corporation (Japan).

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