

# Data Centre Rack - Company Evaluation Report, 2025

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## Abstracts

The Data Center Rack Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Data Center Rack. 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 20 Data Center Rack Companies were categorized and recognized as quadrant leaders.

Data center racks play a vital role in housing and organizing critical IT, networking, cooling, and power infrastructure within data centers. These racks safeguard essential components such as rack servers, storage devices, network equipment, power distribution units (PDUs), and sensors, ensuring reliable and efficient operation. With the global rise in colocation facilities and the growing demand for high-density server deployments, data centers are increasingly adopting taller, deeper, and wider rack configurations to optimize space and performance. The orientation and structure of rack enclosures also significantly influence energy efficiency, making them a key factor in designing sustainable data center environments. As a result, there is a growing opportunity for vendors to develop and offer rugged, advanced rack solutions tailored for demanding operating conditions.

Historically, data centers were developed with minimal planning and lacked efficient cooling and power infrastructure. However, as power densities have increased, the need for optimized airflow and thermal management has become critical. Over time, data center racks have evolved significantly in both form and function. In the past, separate racks were used for servers, storage, and networking, leading to inefficient use of space. Today, with the rising cost of real estate and the demand for maximized performance in compact environments, racks have become more integrated and space efficient. Modern data center racks are not only taller and wider but also smarter, equipped with sensing and monitoring capabilities. Additionally, vendors now offer

customizable rack solutions designed to meet the specific needs of enterprises, enabling better space utilization, operational efficiency, and scalability.

The 360 Quadrant maps the Data Center Rack companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Data Center Rack quadrant. The top criteria for product footprint evaluation included By OFFERING (Solution, Services), By TYPE (Server Racks, Network Racks), By RACK HEIGHT (42u and below, 43u–52u, Above 52u), By RACK WIDTH (19 Inches, 23 Inches, Other Rack Widths), By DATA CENTER SIZE (Small & Mid-Sized Data Centers, Large Data Centers), By DATA CENTER TYPE (on-Premises/Enterprise, Colocation, Hyperscale), and By ON-PREMISES/ ENTERPRISE VERTICALS (Bfsi, It & Telecom, Government & Defense, Retail, Manufacturing, Energy & Utilities, Healthcare, Other Verticals).

## Key Players

Key players in the Data Center Rack market include major global corporations and specialized innovators such as Schneider Electric, Hpe, Rittal, Eaton, Vertiv, Dell Technologies, Fujitsu, Ibm, Legrand, Cisco, Commscope, Oracle, Belden, Panduit, Lenovo, Black Box, Huawei, Nec Corporation, Asus, and Nvent. 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

### Schneider Electric

Schneider Electric stands out as a leader with its advanced NetShelter rack solutions that blend scalability and energy efficiency. The company emphasizes innovation through its EcoStruxure platform, enhancing real-time monitoring and power distribution capabilities. Schneider Electric's strong focus on sustainability aligns perfectly with the broader shift towards greener operations in the data center industry. Their product portfolio includes high-density, integrated systems catering to diverse environments such as enterprise, colocation, and edge data centers.

### Vertiv

Vertiv emerges as another key player with its comprehensive range of rack and

enclosure solutions tailored for enterprise, edge, and hyperscale environments. Their focus on energy efficiency is evident through integrated systems that enhance power distribution and cooling. Vertiv's strategic acquisitions like E+I Engineering have strengthened its offerings in power distribution, particularly meeting the demands of edge computing and AI workloads.

## Eaton

Eaton is a prominent player, well-regarded for its power management solutions that span across electrical, aerospace, and vehicle sectors. Its SmartRack Modular Data Centers combine efficient power distribution with robust rack solutions suitable for high-density applications. Eaton's focus on modular and heavy-duty racks positions it strongly amidst trends favoring scalability and sustainability.

## Contents

### 1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS AND EXCLUSIONS
- 1.3 STAKEHOLDERS

### 2 EXECUTIVE SUMMARY

### 3 MARKET OVERVIEW AND INDUSTRY TRENDS

#### 3.1 INTRODUCTION

#### 3.2 MARKET DYNAMICS

##### 3.2.1 DRIVERS

3.2.1.1 Increasing demand for data generation and storage needs from cloud computing, AI, and IoT

3.2.1.2 Adoption of modular and edge data centers

3.2.1.3 Surge in data center facilities across geographies

3.2.1.4 Increase in server and storage density

##### 3.2.2 RESTRAINTS

3.2.2.1 Space and power limitations in legacy data centers

3.2.2.2 High initial setup cost associated with advanced rack infrastructure

##### 3.2.3 OPPORTUNITIES

3.2.3.1 Innovations in thermal management and smart rack technologies

3.2.3.2 Rising adoption of AI & ML workload, requiring optimized rack infrastructure

3.2.3.3 Surge in hyperscale deployment

##### 3.2.4 CHALLENGES

3.2.4.1 Integration of modular racks with legacy infrastructure and backward compatibility

3.2.4.2 Ensuring physical security and compliance with data protection regulations

#### 3.3 INDUSTRY TRENDS

##### 3.3.1 BRIEF HISTORY OF DATA CENTER RACK MARKET

3.3.1.1 1990–2000

3.3.1.2 2000–2010

3.3.1.3 2010–2020

3.3.1.4 2020 to Present

##### 3.3.2 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

##### 3.3.3 SUPPLY CHAIN ANALYSIS

### 3.3.4 ECOSYSTEM/MARKET MAP

### 3.3.5 TECHNOLOGY ANALYSIS

#### 3.3.5.1 Key technologies

##### 3.3.5.1.1 Rack enclosures

##### 3.3.5.1.2 Power distribution units

##### 3.3.5.1.3 Cable management system

#### 3.3.5.2 Complementary technologies

##### 3.3.5.2.1 Customer relationship management

##### 3.3.5.2.2 Data center infrastructure management (DCIM) software

#### 3.3.5.3 Adjacent technologies

##### 3.3.5.3.1 Edge computing

##### 3.3.5.3.2 Artificial intelligence (AI) & machine learning (ML)

##### 3.3.5.3.3 Virtualization & cloud migration

### 3.3.6 PATENT ANALYSIS

#### 3.3.6.1 Methodology

### 3.3.7 KEY CONFERENCES & EVENTS, 2024–2025

### 3.3.8 CURRENT AND EMERGING BUSINESS MODELS

#### 3.3.8.1 CURRENT BUSINESS MODELS

### 3.3.9 FUTURE LANDSCAPE OF DATA CENTER RACK MARKET

#### 3.3.9.1 Data center rack market roadmap till 2030

#### 3.3.9.2 Short-term roadmap (2025–2026)

#### 3.3.9.3 Mid-term roadmap (2027–2028)

#### 3.3.9.4 Long-term roadmap (2029–2030)

### 3.3.10 PORTER'S FIVE FORCES ANALYSIS

#### 3.3.10.1 Threat of new entrants

#### 3.3.10.2 Threat of substitutes

#### 3.3.10.3 Bargaining power of buyers

#### 3.3.10.4 Bargaining power of suppliers

#### 3.3.10.5 Intensity of competitive rivalry

### 3.3.11 INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND GENERATIVE AI

#### 3.3.11.1 Impact of generative AI on data center racks

#### 3.3.11.2 Use cases of generative AI in data center racks

#### 3.3.11.3 Future of generative AI in data center rack market

## 4 COMPETITIVE LANDSCAPE

### 4.1 INTRODUCTION

### 4.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021–2024

#### 4.2.1 OVERVIEW OF STRATEGIES DEPLOYED BY KEY DATA CENTER RACK

## PLAYERS

### 4.3 REVENUE ANALYSIS, 2020–2024

### 4.4 MARKET SHARE ANALYSIS, 2024

### 4.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024

#### 4.5.1 STARS

#### 4.5.2 EMERGING LEADERS

#### 4.5.3 PERVASIVE PLAYERS

#### 4.5.4 PARTICIPANTS

#### 4.5.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024

##### 4.5.5.1 Company footprint

##### 4.5.5.2 Region footprint

##### 4.5.5.3 Rack type footprint

##### 4.5.5.4 Rack height footprint

##### 4.5.5.5 On-premises/Enterprise vertical footprint

### 4.6 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024

#### 4.6.1 PROGRESSIVE COMPANIES

#### 4.6.2 RESPONSIVE COMPANIES

#### 4.6.3 DYNAMIC COMPANIES

#### 4.6.4 STARTING BLOCKS

#### 4.6.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024

##### 4.6.5.1 Detailed list of key Startups/SMEs

##### 4.6.5.2 Competitive benchmarking of Startups/SMEs

### 4.7 BRAND/PRODUCT COMPARISON

### 4.8 COMPANY VALUATION AND FINANCIAL METRICS

### 4.9 COMPETITIVE SCENARIO

#### 4.9.1 PRODUCT LAUNCHES

#### 4.9.2 DEALS

## 5 COMPANY PROFILES

### 5.1 INTRODUCTION

### 5.2 KEY PLAYERS

#### 5.2.1 SCHNEIDER ELECTRIC

##### 5.2.1.1 Business overview

##### 5.2.1.2 Products/Solutions/Services offered

##### 5.2.1.3 Recent developments

###### 5.2.1.3.1 Product launches and enhancements

###### 5.2.1.3.2 Deals

##### 5.2.1.4 MnM view

- 5.2.1.4.1 Right to win
- 5.2.1.4.2 Strategic choices
- 5.2.1.4.3 Weaknesses and competitive threats
- 5.2.2 HPE
  - 5.2.2.1 Business overview
  - 5.2.2.2 Products/Solutions/Services offered
  - 5.2.2.3 Recent developments
    - 5.2.2.3.1 Product launches and enhancements
    - 5.2.2.3.2 Deals
  - 5.2.2.4 MnM view
    - 5.2.2.4.1 Right to win
    - 5.2.2.4.2 Strategic choices
    - 5.2.2.4.3 Weaknesses and competitive threats
- 5.2.3 RITTAL
  - 5.2.3.1 Business overview
  - 5.2.3.2 Products/Solutions/Services offered
  - 5.2.3.3 Recent developments
    - 5.2.3.3.1 Product launches and enhancements
    - 5.2.3.3.2 Deals
  - 5.2.3.4 MnM view
    - 5.2.3.4.1 Right to win
    - 5.2.3.4.2 Strategic choices
    - 5.2.3.4.3 Weaknesses and competitive threats
- 5.2.4 EATON
  - 5.2.4.1 Business overview
  - 5.2.4.2 Products/Solutions/Services offered
  - 5.2.4.3 Recent developments
    - 5.2.4.3.1 Product launches and enhancements
    - 5.2.4.3.2 Deals
  - 5.2.4.4 MnM view
    - 5.2.4.4.1 Right to win
    - 5.2.4.4.2 Strategic choices
    - 5.2.4.4.3 Weaknesses and competitive threats
- 5.2.5 VERTIV
  - 5.2.5.1 Business overview
  - 5.2.5.2 Products/Solutions/Services offered
  - 5.2.5.3 Recent developments
    - 5.2.5.3.1 Product launches and enhancements
    - 5.2.5.3.2 Deals

- 5.2.5.4 MnM view
  - 5.2.5.4.1 Right to win
  - 5.2.5.4.2 Strategic choices
  - 5.2.5.4.3 Weaknesses and competitive threats
- 5.2.6 DELL TECHNOLOGIES
  - 5.2.6.1 Business overview
  - 5.2.6.2 Products/Solutions/Services offered
  - 5.2.6.3 Recent developments
    - 5.2.6.3.1 Product launches and enhancements
    - 5.2.6.3.2 Deals
- 5.2.7 FUJITSU
  - 5.2.7.1 Business overview
  - 5.2.7.2 Products/Solutions/Services offered
  - 5.2.7.3 Recent developments
    - 5.2.7.3.1 Product launches and enhancements
    - 5.2.7.3.2 Deals
- 5.2.8 IBM
  - 5.2.8.1 Business overview
  - 5.2.8.2 Products/Solutions/Services offered
  - 5.2.8.3 Recent developments
    - 5.2.8.3.1 Product launches and enhancements
- 5.2.9 LEGRAND
  - 5.2.9.1 Business overview
  - 5.2.9.2 Products/Solutions/Services offered
  - 5.2.9.3 Recent developments
    - 5.2.9.3.1 Product launches and enhancements
    - 5.2.9.3.2 Deals
- 5.2.10 CISCO
  - 5.2.10.1 Business overview
  - 5.2.10.2 Products/Solutions/Services offered
- 5.3 OTHER PLAYERS
  - 5.3.1 COMMSCOPE
  - 5.3.2 ORACLE
  - 5.3.3 BELDEN
  - 5.3.4 PANDUIT
  - 5.3.5 LENOVO
  - 5.3.6 BLACK BOX
  - 5.3.7 HUAWEI
  - 5.3.8 NEC CORPORATION

5.3.9 ASUS

5.3.10 NVENT

## 5.4 STARTUP/SMES

5.4.1 GREAT LAKES DATA RACKS & CABINETS

5.4.2 IMS ENGINEERED PRODUCTS

5.4.3 CHEVAL

5.4.4 YOTTA INFRASTRUCTURE

5.4.5 CHATSWORTH PRODUCTS

5.4.6 IRON SYSTEMS

5.4.7 INSPUR SYSTEMS

5.4.8 RACKBANK DATACENTERS

5.4.9 VANTAGE DATA CENTERS

5.4.10 ALIGNED DATA CENTERS

## 6 APPENDIX

### 6.1 RESEARCH METHODOLOGY

#### 6.1.1 RESEARCH DATA

6.1.1.1 Secondary data

6.1.1.2 Primary data

#### 6.1.2 RESEARCH ASSUMPTIONS

#### 6.1.3 RESEARCH LIMITATIONS

### 6.2 COMPANY EVALUATION MATRIX: METHODOLOGY

### 6.3 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 DATA CENTER RACK MARKET: ROLE OF PLAYERS IN ECOSYSTEM

TABLE 2 LIST OF MAJOR PATENTS

TABLE 3 DATA CENTER RACK MARKET: DETAILED LIST OF CONFERENCES & EVENTS, 2024–2025

TABLE 4 DATA CENTER RACK MARKET: DEGREE OF COMPETITION

TABLE 5 REGION FOOTPRINT

TABLE 6 RACK TYPE FOOTPRINT

TABLE 7 RACK HEIGHT FOOTPRINT

TABLE 8 ON-PREMISES/ENTERPRISE FOOTPRINT

TABLE 9 DATA CENTER RACK MARKET: DETAILED LIST OF STARTUPS/SMES

TABLE 10 DATA CENTER RACK MARKET: COMPETITIVE BENCHMARKING OF STARTUPS/SMES

TABLE 11 DATA CENTER RACK MARKET: PRODUCT LAUNCHES, JANUARY 2021–APRIL 2025

TABLE 12 DATA CENTER RACK MARKET: DEALS, JANUARY 2021–APRIL 2025

TABLE 13 SCHNEIDER ELECTRIC: COMPANY OVERVIEW

TABLE 14 SCHNEIDER ELECTRIC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 15 SCHNEIDER ELECTRIC: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 16 SCHNEIDER ELECTRIC: DEALS

TABLE 17 HPE: COMPANY OVERVIEW

TABLE 18 HPE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 19 HPE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 20 HPE: DEALS

TABLE 21 RITTAL: COMPANY OVERVIEW

TABLE 22 RITTAL: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 23 RITTAL: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 24 RITTAL: DEALS

TABLE 25 EATON: COMPANY OVERVIEW

TABLE 26 EATON: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 27 EATON: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 28 EATON: DEALS

TABLE 29 VERTIV: COMPANY OVERVIEW

TABLE 30 VERTIV: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 31 VERTIV: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 32 VERTIV: DEALS

TABLE 33 DELL TECHNOLOGIES: COMPANY OVERVIEW

TABLE 34 DELL TECHNOLOGIES: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 35 DELL TECHNOLOGIES: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 36 DELL TECHNOLOGIES: DEALS

TABLE 37 FUJITSU: COMPANY OVERVIEW

TABLE 38 FUJITSU: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 39 FUJITSU: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 40 FUJITSU: DEALS

TABLE 41 IBM: COMPANY OVERVIEW

TABLE 42 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 43 IBM: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 44 LEGRAND: COMPANY OVERVIEW

TABLE 45 LEGRAND: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 46 LEGRAND: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 47 LEGRAND: DEALS

TABLE 48 CISCO: COMPANY OVERVIEW

TABLE 49 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## List Of Figures

### LIST OF FIGURES

FIGURE 1 DATA CENTER RACK MARKET, 2023–2030 (USD MILLION)

FIGURE 2 DATA CENTER RACK MARKET, BY REGION, 2025

FIGURE 3 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: DATA CENTER RACK MARKET

FIGURE 4 BRIEF HISTORY OF DATA CENTER RACK MARKET

FIGURE 5 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 6 DATA CENTER RACK MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 7 DATA CENTER RACK MARKET: ECOSYSTEM

FIGURE 8 LIST OF MAJOR PATENTS FOR DATA CENTER RACK MARKET

FIGURE 9 DATA CENTER RACK MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 10 USE CASES OF GENERATIVE AI IN DATA CENTER RACK

FIGURE 11 REVENUE ANALYSIS OF KEY PLAYERS, 2020–2024

FIGURE 12 SHARE OF LEADING COMPANIES IN DATA CENTER RACK MARKET, 2024

FIGURE 13 DATA CENTER RACK MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2024

FIGURE 14 COMPANY FOOTPRINT

FIGURE 15 DATA CENTER RACK MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2024

FIGURE 16 BRAND/PRODUCT COMPARISON

FIGURE 17 COMPANY VALUATION

FIGURE 18 VALUATION AND FINANCIAL METRICS OF KEY DATA CENTER RACK PLAYERS

FIGURE 19 SCHNEIDER ELECTRIC: COMPANY SNAPSHOT

FIGURE 20 HPE: COMPANY SNAPSHOT

FIGURE 21 EATON: COMPANY SNAPSHOT

FIGURE 22 VERTIV: COMPANY SNAPSHOT

FIGURE 23 DELL TECHNOLOGIES: COMPANY SNAPSHOT

FIGURE 24 FUJITSU: COMPANY SNAPSHOT

FIGURE 25 IBM: COMPANY SNAPSHOT

FIGURE 26 LEGRAND: COMPANY SNAPSHOT

FIGURE 27 CISCO: COMPANY SNAPSHOT

FIGURE 28 DATA CENTER RACK MARKET: RESEARCH DESIGN

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