Austria Data Center Storage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Austria Data Center Storage Market size is estimated at USD 0.17 billion in 2024, and is expected to reach USD 0.23 billion by 2029, growing at a CAGR of 5.21% during the forecast period (2024-2029).

Key Highlights

The increasing demand for cloud computing among SMEs, government regulations for local data security, and growing investment by domestic players are some of the major factors driving the demand for data centers in the country.

Under Construction IT Load Capacity: The upcoming IT load capacity of the Austria data center market is expected to reach 200 MW by 2029.

Under Construction Raised Floor Space: The country's construction of raised floor area is expected to increase to 0.5 million sq. ft by 2029.

Planned Racks: The country's total number of racks to be installed is expected to reach 31,000 units by 2029. Vienna will likely house the maximum number of racks by 2029.

An increasing need for data storage has resulted in an upsurge in the number of data centers nationwide. Several factors contribute to the demand for data centers and their growth within Austria, which is reflected by the country's evolving IT landscape, business activities, and technological initiatives.

The key drivers that propel the development of data centers in the nation include digital

transformation, cloud computing adoption, e-commerce & digital services, renewable energy & sustainability, and smart cities & IoT initiatives. Hence, such factors are expected to drive market growth during the forecast period.

Austria Data Center Storage Market Trends

IT & Telecommunication Segment Holds the Major Share

The IT industry is one of the most rapidly expanding markets in the technology sector due to its ongoing development and the emergence of new trends each year. Many firms have recognized the necessity for digital adoption in their commercial activities, which the COVID-19 pandemic accelerated. More businesses are likely to use external support to adopt new technology solutions in a quick, contemporary, and creative way. For instance, in October 2022, Google announced its set up of cloud services in Austria with a data center. In June 2022, Microsoft announced spending EUR 1 billion (USD 1.07 billion) on the construction of its cloud infrastructure.

Further, Telcom users in Austria see a better 5G experience in urban areas, with an average download speed of 162.3 Mbps. The abovementioned instances suggest the rising use of smartphones in Austria, which results in a constant increase in data. This necessitates a growing amount of storage space to accommodate the uncontrollable flow of data and the need for real-time processing and analysis. Data centers must manage the sheer amount of data. Thus, the requirement for extra servers in data centers in Austria may increase as the number of smartphone users rises.

In 2022, the nation's average data speed was expected to be 63.05 Mbps. 3 (Drei) Austria began rolling out its 4G LTE network in 2014, and 4G availability reached 74.3% with a 27.84 Mbps download speed by 2017. Furthermore, by the end of 2020, 5G was launched in all provincial capitals. Since the launch of both of the services, 4G reached 89.6 Mbps in 2022, and 5G reached 162.4 Mbps by 2022.

The "5G strategy for Austria" document was approved in April 2018, and the service is expected to reach main traffic roads by the end of 2023, followed by nationwide coverage for two years.

More than 650,000 buildings are expected to have high-speed FTTH ("Fibre to the Home") internet connections owing to the EUR 1 billion (USD 1.07 billion) investment. Such developments are expected to increase the adoption of data storage solutions and positively impact market growth.

Hybrid Storage is Expected to Hold a Significant Market Share

The combination of on-premises and cloud storage solutions is called hybrid storage in data centers. This approach leverages the strengths of both environments, offering the flexibility to store and manage data on-site and in the cloud.

Austria has a diverse economy with a mix of sectors such as manufacturing, services, and technology. Hybrid storage enables enterprises to define their data storage solutions to meet specific industry requirements and provide flexibility and adaptability.

The importance of business continuity and disaster recovery has been highlighted in Austria, which is subject to certain environmental risks. Hybrid storage facilitates redundancy, increasing resilience and minimizing the impact of possible disruption by storing data both on-premises and in the cloud.

A high level of emphasis on data protection and compliance with rules such as the General Data Protection Regulation has been placed by Austria, which is similar to other countries in Europe. Hybrid storage allows organizations to store sensitive data on the premises while ensuring compliance and leveraging cloud resources for less critical data.

Increasing focus on digitalization, Internet penetration (reached 94.2% by the start of 2023, with a growth rate of 0.2% between 2022 and 2023), and e-commerce sales across the country create more need for storage facilities, resulting in huge demand for data centers and, consequently, the need for more ethernet switches within data centers.

The key players in the market focus on improving the data center storage solutions to meet the market demand. In July 2023, Hitachi Vantara, a prominent infrastructure, data management, and digital solutions subsidiary of Hitachi, Ltd., announced its collaboration with Microsoft to launch the Hitachi Unified Compute Platform (UCP) for Azure Stack HCI. The powerful and streamlined hybrid cloud solution increases business flexibility and delivers enhanced cloud management across various environments, including data centers, branch offices, and edge computing, to give businesses greater visibility and control over how their data is stored, managed, and used.

Austria Data Center Storage Industry Overview

The forthcoming data center construction projects in the country are anticipated to boost the demand for the Austria Data Center Storage Market in the coming years. The market is moderately consolidated, featuring key players such as Dell Inc., Hewlett Packard Enterprise, NetApp Inc., Huawei Technologies Co. Ltd., and Hitachi Vantara LLC. These major players, holding substantial market share, are actively working towards expanding their regional customer base.

In June 2023, Pure Storage, a significant provider of data storage technology and services, announced the expansion of its disk replacement-focused Pure//E family of products with the introduction of the all-new FlashArray//E. This innovative solution is expected to deliver an 80% reduction in energy and space costs, 60% less operational costs compared to traditional disks, and an impressive 85% decrease in e-waste.

In May 2023, Infinidat, a prominent enterprise storage solutions provider, unveiled two noteworthy solutions. These include the launch of InfuzeOS Cloud Edition, which enhances Infinidat's support for hybrid cloud storage deployments, and the introduction of InfiniSafe Cyber Detection for enterprise primary storage, aimed at bolstering resistance against cyberattacks.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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