

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

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Abstracts

The Denmark Data Center Market size is estimated at 250.6 MW in 2024, and is expected to reach 332.1 MW by 2029, growing at a CAGR of 5.79%. Further, the market is expected to generate colocation revenue of USD 247.4 Million in 2024 and is projected to reach USD 564.2 Million by 2029, growing at a CAGR of 17.93% during the forecast period (2024-2029).

Tier 3 data center accounted for majority share in terms of volume in 2023, and tier 4 is expected to dominate through out the forecasted period

The tier 3 segment's capacity is expected to reach 72.77 MW in 2023, and it is projected to exhibit a CAGR of 3.64%, surpassing 131.6 MW by 2029. However, the tier 4 segment is projected to record a CAGR of 24.4% to reach a capacity of 205.54 MW by 2029.

Tier 1 & 2 facilities may gradually lose their demand and display a decrease in growth in the coming years. Tier 1 & 2 facilities are expected to hold a market share of nearly 0.6% by 2029, with minimal growth due to the prolonged and inconsistent outages. Most users are expected to eventually switch to tier 3 and 4 facilities, holding 38.8% and 60.6% of market shares, respectively, owing to the increased demand for storing, processing, and analyzing data.

The BFSI sector of the economy is expanding. In recent years, Denmark has seen a rise in online and mobile banking use. As of December 2022, 94.35% of Danish

consumers were using internet banking, which increased from 71% in 2010. This necessitates the construction of wholesale and hyperscale facilities that have tier 3 and 4 requirements, driven by the rising demand for e-banking and online transactions.

Tier 4 data centers are expected to expand significantly in the future since many businesses are providing cloud-based services, resulting in more businesses constructing facilities to provide colocation spaces with the best technology.

Denmark Data Center Market Trends

Increasing consumption of data in online shopping, streaming services drives the demand for data processing and storage facilities

The total data traffic per smartphone in the country was 12.3 GB in 2022, which is expected to reach 28.5 GB by 2029, recording a CAGR of 12.7% during the forecast period.

The consumption of data by multiple end users motivates this trend. In 2021, almost 70% of online shoppers purchased clothing and sports equipment, illustrating the popularity of fashion e-commerce in Denmark.

The growing average data volume due to rising OTT subscriptions for smartphones and mobile gaming is further driving the demand for data processing and storage facilities for the live streaming of games and video content. The Danish market saw an 11.8% growth in total consumer spending on video in 2021 compared to 2020. The Danish video market represented a value of more than DKK 4,591 million (EUR 607.8 million) in 2021. OTT subscriptions increased from 2.1 million in 2016 to 5.7 million in 2021. Since the needs of the end users are changing, the demand for more data storage is resulting in the need for more servers in data centers, contributing to the growth of the data center market in Denmark.

Rising smartphone ownership and increase in number of app downloads boost the market growth

The total number of smartphone users in the country was 5.5 million in 2022, which is

expected to reach 5.9 million, recording a CAGR of 1.1% during the forecast period.

Digital usage is expanding rapidly in Denmark. Mobile phones are becoming crucial in connecting people with brands, regardless of industry, with customers in the Nordic region using their phones for banking and communication.

Consumer behavior has been impacted by the quick adoption of the internet and smartphone technology in a variety of businesses. For instance, from 2016 to 2021, the per capita purchasing power per person in Denmark increased from USD 54,185.01 to USD 57,962.6. As a result, more people can purchase smartphones, increasing the number of smartphone users. The country's internet penetration increased from 97% in 2017 to 99% in 2021. At the same time, the number of smartphone users increased from 4.75 million in 2017 to 5.47 million in 2021. E-commerce sales in Denmark increased from EUR 19.5 billion in 2019 to USD 21.45 billion in 2020, suggesting that people are now more inclined to prefer cashless transactions, which is predicted to have a long-term impact on the market.

Consequently, there are more smartphone users in Denmark. The rising use of smartphones in Denmark's market results in a constant increase in data, necessitating a growing amount of storage space to accommodate this uncontrollable flow of data with the need for real-time processing and analysis. Data centers must manage the sheer amount of data. Thus, the requirement for extra racks in French data centers may increase as the number of smartphone users rises.

Denmark Data Center Industry Overview

The Denmark Data Center Market is fragmented, with the top five companies occupying 34.79%. The major players in this market are Bulk Infrastructure Group AS, Colt Technology Services, GlobalConnect AB, Interxion (Digital Reality Trust Inc.) and NNIT AS (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format

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