

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

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## Abstracts

The Ireland Data Center Storage Market size is estimated at USD 0.71 billion in 2024, and is expected to reach USD 1.56 billion by 2029, growing at a CAGR of 14.01% 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 Ireland data center market is expected to reach more than 1400 MW by 2029.

**Under Construction Raised Floor Space:** The country's construction of raised floor area is expected to increase above 8.2 million sq. ft by 2029.

**Planned Racks:** The country's total number of racks to be installed is expected to reach above 412K units by 2029. Dublin is expected to house the maximum number of racks by 2029.

**Planned Submarine Cables:** There are close to 16 submarine cable systems connecting Ireland, and many are under construction. One such submarine cable that is estimated to start service in 2025 is Celtic Norse, which stretches over 2,008 Kilometers with landing points from Killala, Ireland.

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 Ireland, 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.

### Ireland Data Center Storage Market Trends

IT & Telecommunication Segment holds the major share.

The market in Ireland has been driven by increasing cloud usage across major enterprises as a result of advancements in technology. An industry survey suggests that a 10% increase in cloud adoption by the Irish public sector could yield economic benefits of EUR 473 million (USD 498.3 million) annually. In terms of investment, AWS announced plans to invest in a new campus in Charlemont Square to accommodate its cloud computing workforce, which was scheduled to open in September 2022.

The urban population in the country has steadily grown over the years, from 62.95% in 2019 to 63.91% in 2021, with more than 65% of the population between the ages of 15 and 64. This has led to increased technological inclusion among the population. Consequently, proximity to cloud service providers (CSPs) has become a critical factor for businesses when selecting a data center in their local market. As a result, Dublin has emerged as a cloud computing hub, hosting major cloud providers such as Microsoft, Google, Amazon Web Services, and IBM.

Online marketing is also driving the growth and demand of this segment as more audiovisual content is launched on social media platforms and shopping websites as part of digital marketing efforts. Digital advertising spending in Ireland saw a steep rise, from EUR 575.2 million (USD 625.4 million) in 2018 to EUR 830 million (USD 902.5 million) in 2021, highlighting the significance of cloud technology in the digital marketing segment. These factors further support the growth and demand for data computing facilities within the cloud segment.

The technology, media, and telecoms (TMT) sector in Ireland contributes around 13% to the country's GDP. However, the market share of this sector is anticipated to decrease

from 19.04% in 2022 to 13.06% in 2029. Building wireless networks in Ireland has long been a challenge for telecom operators. Nonetheless, significant infrastructure projects are underway, including the NBN, which aims to deliver a fiber-based service with at least 150 Mb/s nationally in the coming years. As operators work to enhance capacity with 5G deployment, their network strategy is evolving to include greater use of spectrum in higher frequency bands.

Such developments, the growing urban population, and the ongoing demand for the cloud are, in turn, expected to boost the demand for the data center market from the IT and Telecom segment, leading to major demand for the cooling infrastructure during the forecast period.

### 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.

To adapt to the changing workloads, businesses in Ireland need scalable solutions. Integrating both on-premises and cloud resources allows the hybrid data center to enable seamless expansion while offering flexibility in resource allocation.

To stay competitive, businesses in Ireland are adopting digital transformation and focusing on innovative start-ups. The Irish Government has launched Ireland's National Digital Strategy to drive and facilitate the digital transition across its economy and society, setting ambitious targets for the digitization of Irish businesses, with the majority of SMEs having the necessary digital skills and a strong commitment to cloud computing, artificial intelligence, and big data by 2030.

Moreover, Ireland underwent a remarkable transformation in digital government services between 2021 and 2022. E-government users increased from 67% of internet users to 92%. The public service comprises a diverse range of government entities. The portal currently links to over 8,800 datasets from approximately 100 publishers. Overall, the Government is launching a EUR 85 million (USD 89.5 million) fund to help businesses progress in their digital journey and develop new products, services, and processes. Such improvements in the market are expected to create more need for data centers, resulting in rising demand for segmental growth in the coming years.

The key players in the market focus on improving the data center storage solutions to meet the market demand. In June 2023, to provide customers with greater speed, agility, flexibility, and choice in their hybrid cloud strategy, Hewlett Packard Enterprise (HPE) and Equinix have announced an expanded partnership to preconfigure HPE GreenLake for Private Cloud Enterprise and HPE GreenLake for Private Cloud Business Edition in Equinix data centers worldwide.

### Ireland Data Center Storage Industry Overview

The upcoming data center construction projects in the country are expected to drive increased demand for the Ireland Data Center Storage Market in the coming years. The market in Ireland 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 significant market share, are actively focused on expanding their regional customer base.

In May 2023, Infinidat, a prominent provider of enterprise storage solutions, announced the launch of two notable new solutions. These include the introduction of InfuzeOS Cloud Edition, expanding Infinidat's support for hybrid cloud storage deployments, and the unveiling of InfiniSafe Cyber Detection for enterprise primary storage, enhancing resistance against cyberattacks.

In March 2023, Hewlett Packard Enterprise (HPE) revealed a definitive agreement to acquire OpsRamp, an information operations management (ITOM) company specializing in observing, tracking, automating, and managing IT infrastructure, cloud resources, workloads, and applications in hybrid and multi-cloud environments. This strategic move includes the integration of OpsRamp's capabilities into HPE's portfolio, strengthening its position in the dynamic IT management landscape.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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