

# Sweden Data Center Physical Security - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Sweden Data Center Physical Security Market size is estimated at USD 23.60 million in 2024, and is expected to reach USD 48.90 million by 2029, growing at a CAGR of 15.70% during the forecast period (2024-2029).

The security measures can be categorized into four layers: perimeter security, facility controls, computer room controls, and cabinet controls. The first layer of data center security is to discourage, detect, and delay any unauthorized personnel entry at the perimeter. In case of any breach in the perimeter monitoring, the second layer of defense restricts access. It is an access control system using card swipes or biometrics.

The third layer of physical security further restricts access through diverse verification methods, including monitoring all restricted areas, deploying entry restrictions such as turnstile, providing VCA, providing biometric access control devices to verify finger and thumbprints, irises, or vascular patterns, and using radio frequency identification. The first three layers ensure entry of only authorized personnel. However, further security measures to restrict access include cabinet locking mechanisms. This layer addresses the fear of an 'insider threat,' such as a malicious employee.

**IT Load Capacity:** The IT load capacity of the Swedish data center market may grow steadily and reach 400 MW by 2029.

**Raised Floor Space:** The country's total raised floor area is expected to reach 1.2 million sq. ft by 2029.

**Installed Racks:** The country's total number of installed racks is expected to

reach 87,000 units by 2029. Stockholm may house the maximum number of racks by 2029.

**Planned Submarine Cables:** Nearly 26 submarine cable systems are connecting Sweden, and many are under construction.

## Sweden Data Center Physical Security Market Trends

### Video Surveillance is Anticipated to be the Largest Segment

Data centers are home to sensitive and vital data, which makes security their highest priority. Data center operators help ensure that security standards and regulations are respected through video surveillance systems, which monitor access, detect unauthorized entry, and maintain compliance.

In March 2021, Sweden's leading position was underlined as it is the best place in Europe and the fourth best place in the world for data center investments. In addition to supporting government efforts to attract investment, they emphasize download speeds and energy security.

Innovation is needed in the field of surveillance systems. Alcatraz AI, a global autonomous access control solutions company, will unveil smooth, private, and secure access control at Sectech in Sweden later this month. Sectech Stockholm is Scandinavia's leading event for technology-based security solutions for physical security. The event took place from October 24 to 25, 2023, at Stockholm Smasan in Stockholm, Sweden.

EcoDataCenter will build another data center on its campus in Falun, Sweden. The Swedish data center company announced this week that it would invest SEK 1 billion (USD 102 million) in a new 15MW facility. Project specifications and schedule have not been disclosed. The Falun campus, which opened in 2018 and currently consists of one building, will provide a total of up to 80 MW and 35,000 square meters (377,000 square feet) when fully developed.

### IT & Telecommunication is Anticipated to be the Fastest Growing Segment

Sweden is a connected country with strong digital readiness and a high

penetration rate for internet usage, social media engagement, mobile connections, adoption of 5G, online shopping, and digital payments. For instance, according to GSMA, in Q2 2022, Sweden had the fastest 5G median download speed in the Nordic region, partially due to the country's digitalization strategy.

Improved device capabilities, increased data-intensive content, and increased data consumption due to ongoing network performance improvements are the significant causes of the growth in mobile data traffic per smartphone. For instance, the number of Facebook users was 7.9 million in 2021, and it increased to 8.7 million in 2022, which accounted for 84.4% of the population. The number of Instagram users increased from 5.03 million (2021) to 6.06 million (2022). The Swedish Association of Local Authorities and Regions (SALAR) also developed a vision for a Swedish e-health strategy that invests 1.21 billion annually in healthcare IT.

Operators are focusing on their network investments to expand 5G network coverage across Sweden. A joint venture between Tele2 and Telenor, Net4Mobility, focuses on accelerating the 5G network. Tele2 and Telenor Sweden agreed to extend the reach of Net4Mobility to 90% of the Swedish population by the end of 2023 and the remaining 20% in 2024. By 2025, Telia Sweden plans to have coverage for its 5G network that is equivalent to that of its 4G network by working with longtime partner Ericsson. By 2023, it intended 5G coverage for more than 90% of the population. In the long run, this is expected to be extended to 90% geographic and more than 99% population coverage.

An increase in demand for data consumption by households and businesses drives the growth of broadband connectivity in Sweden. Owing to the growing demand for broadband connectivity, government initiatives impetus the growth of connectivity.

Sweden's mobile traffic was 9% of total IP traffic in 2016, and it increased to 11% of total IP traffic in 2021. Factors such as an increase in data consumption, improved device capabilities, and growth of digitalization across all end users lead to an increase in the number of data centers, ultimately resulting in the growth of physical security accessories.

## Sweden Data Center Physical Security Industry Overview

The Sweden Data Center Physical Security Market is moderately competitive and has gained a competitive edge in recent years. In terms of market share, a few major players, such as ABB Ltd, Siemens AG, Cisco Systems Inc., Schneider Electric, and Honeywell International Inc., are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In April 2023, Schneider Electric launched a new services offer, EcoCare for Modular Data Centers services membership. Members of this innovative service plan benefit from specialized expertise to maximize modular data centers' uptime with 24/7 proactive remote monitoring and condition-based maintenance. Members benefit from exclusive support, which includes a dedicated customer success management team, who become their go-to coach, orchestrating remote and on-site services teams addressing infrastructure and maintenance needs at a system level rather than a fragmented approach for each asset only when problems arise.

Additional Benefits:

The market estimate (ME) sheet in Excel format

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