

Global Public Cloud Market Outlook 2023

<https://marketpublishers.com/r/G764ED472028EN.html>

Date: March 2020

Pages: 130

Price: US\$ 4,150.00 (Single User License)

ID: G764ED472028EN

Abstracts

Global Public Cloud Market Analysis – 2017-2023

Public cloud is referred to the cloud computing model where resources, such as virtual machines (VMs), applications and other storage services are provided by a service provider over the internet. These services can be available for free or pay-per-usage model service. The global public cloud market is anticipated to record a CAGR of around 23% over the forecast period, i.e. 2017-2023. Factors such as rising adoption of internet of things (IoT), growing advancements in the IT industry along with the large number of benefits associated with the public cloud platforms are anticipated to contribute towards the growth of the global public cloud market. Moreover, increasing need amongst businesses to lower down their operation costs and raise their work efficiency and service quality are some of the factors anticipated to drive the growth of the global public cloud market. Public cloud platforms help businesses to operate their work processes on a cloud infrastructure instead of deploying equipment on-premises, thereby helping businesses gain profits as the cost of equipment is saved and that there are no worries for timely maintenance of the infrastructure. Additionally, rising concepts of internet of things (IoT), machine learning, artificial intelligence and others along with the advent in IT technologies worldwide are some of the factors that are helping to expand the growth of the public cloud market.

The global public cloud market consists of various segments that are segmented by cloud computing type, service type, size of organization, end user and by region. The software as a service (SaaS) segment, which is a sub-segment of the service type segment is anticipated to grow with a healthy CAGR and reach a value of around USD 530 billion in the year 2023. The global public cloud market is also segmented by size of organization into small & medium enterprises and large enterprises, out of which large enterprises segment is anticipated to hold the major share and attain a CAGR of around 22% during the forecast period.

Based on region, the global public cloud market is segmented into North America, Europe, Asia Pacific, Latin America and Middle East & Africa. The market in Asia Pacific is anticipated to grow with a CAGR of around 26% throughout the forecast period and reach a value of around USD 150 billion by the end of 2023, primarily driven by nations such as China and India.

Some of the affluent industry leaders in the global public cloud market are IBM Corporation, Microsoft Corporation, Amazon.com, Inc., Alphabet Inc., Hewlett Packard Enterprise Development LP, Oracle Corporation, VMware, Inc., Cisco Systems, Inc., Salesforce.com, Inc. and Fujitsu Limited.

Contents

Global Public Cloud Market

1 EXECUTIVE SUMMARY

1.1 Prologue

2 MARKET INTRODUCTION

2.1 Definition

2.2 Scope of the Study

2.3 List of Assumptions

2.4 Market Structure

2.5 Key Takeaways

3 MARKET INSIGHTS

4 RESEARCH METHODOLOGY

4.1 Research Process

4.2 Primary Research

4.3 Secondary Research

4.4 Market Size Estimation

4.5 Forecast Model

5 MARKET DYNAMICS

5.1 Introduction

5.2 Drivers

5.2.1 Increasing penetration of cloud services among SMEs

5.2.2 The rate of IT spending for cloud computing is growing tremendously

5.2.3 Increasing Demand for AI, Machine Learning, and the Internet of Things

5.2.4 Drivers Impact Analysis

5.3 Restraints

5.3.1 Data Security and Data Compliance Issues

5.3.2 Complexities associated with data residency

5.4 Restraints Impact Analysis

5.5 Opportunities

5.5.1 Increasing adoption of internet-of-things

6 MARKET FACTOR ANALYSIS

6.1 Value Chain Analysis

6.1.1 Network Connectivity and Hardware

6.1.2 Infrastructure & Hosting

6.1.3 Platform & Application Services

6.1.4 SaaS Providers & Integrators

6.1.5 System Integrators

6.1.6 End-Users

6.2 Porter's Five Forces Model

6.2.1 Threat of New Entrants

6.2.2 Bargaining Power of Suppliers

6.2.3 Bargaining Power of Buyers

6.2.4 Threat of Substitutes

6.2.5 Intensity of Rivalry

7 GLOBAL PUBLIC CLOUD MARKET, BY CLOUD COMPUTING

7.1 Overview

7.1.1 Cloud Billing

7.1.2 Cloud Communication Platform

7.1.3 Cloud Access Security

7.1.4 Cloud High Performance Computing

7.1.5 Cloud Infrastructure

8 GLOBAL PUBLIC CLOUD MARKET, BY SERVICE

8.1 Overview

8.1.1 SaaS

8.1.2 PaaS

8.1.3 IaaS

9 GLOBAL PUBLIC CLOUD MARKET, BY ORGANIZATION SIZE

9.1 Overview

9.1.1 Large Enterprises

9.1.2 Small & Medium Size Enterprises

10 GLOBAL PUBLIC CLOUD MARKET, BY INDUSTRY

10.1 Overview

- 10.1.1 Manufacturing
- 10.1.2 BFSI
- 10.1.3 Healthcare
- 10.1.4 Retail
- 10.1.5 Government
- 10.1.6 Aerospace & Defense
- 10.1.7 IT & Telecommunication
- 10.1.8 Others

11 PUBLIC CLOUD MARKET, BY REGION

11.1 Introduction

- 11.1.1. U.S.
- 11.1.2 Canada
- 11.1.3 Mexico

11.2 Europe

- 11.2.1 U. K.
- 11.2.2 Germany
- 11.2.3 France
- 11.2.4 Spain
- 11.2.5 Italy
- 11.2.6 The Netherlands
- 11.2.7 Rest of Europe

11.3 Asia Pacific

- 11.3.1 China
- 11.3.2 Japan
- 11.3.3 India
- 11.3.4 South Korea
- 11.3.5 Rest of Asia Pacific

11.4 Rest of the World

- 11.4.1 The Middle East & Africa
- 11.4.2 Latin America

12 COMPETITIVE LANDSCAPE

12.1 Competitive Landscape

13 COMPANY PROFILES

13.1 International Business Machines Corporation

- 13.1.1 Company Overview
- 13.1.2 Financial Overview
- 13.1.3 Product Offerings
- 13.1.4 Key Developments
- 13.1.5 SWOT Analysis
- 13.1.6 Strategy

13.2 Amazon.com, Inc

- 13.2.1 Company Overview
- 13.2.2 Financial Overview
- 13.2.3 Product Offerings
- 13.2.4 Key Developments
- 13.2.5 SWOT Analysis
- 13.2.6 Strategy

13.3 Microsoft Corporation

- 13.3.1 Company Overview
- 13.3.2 Financial Overview
- 13.3.3 Product Offerings
- 13.3.4 Key Developments
- 13.3.5 SWOT Analysis
- 13.3.6 Strategy

13.4 Google Inc

- 13.4.1 Company Overview
- 13.4.2 Financial Overview
- 13.4.3 Product Offerings
- 13.4.4 Key Developments
- 13.4.5 SWOT Analysis
- 13.4.6 Strategy

13.5 Hewlett-Packard Enterprise

- 13.5.1 Company Overview
- 13.5.2 Financial Overview
- 13.5.3 Product Offerings
- 13.5.4 Key Developments
- 13.5.5 SWOT Analysis
- 13.5.6 Strategy

13.6 Oracle Corporation

13.6.1 Company Overview

13.6.2 Financial Overview

13.6.3 Solution Offerings

13.6.4 Key Developments

13.6.5 SWOT Analysis

13.6.6 Strategy

13.7 VMware, Inc

13.7.1 Company Overview

13.7.2 Financial Overview

13.7.3 Solution Offerings

13.7.4 Key Developments

13.7.5 SWOT Analysis

13.7.6 Strategy

13.8 Cisco Systems, Inc

13.8.1 Company Overview

13.8.2 Financial Overview

13.8.3 Service Offerings

13.8.4 Key Developments

13.8.5 SWOT Analysis

13.8.6 Strategy

13.9 Salesforce.com

13.9.1 Company Overview

13.9.2 Financial Overview

13.9.3 Services Offerings

13.9.4 Key Developments

13.9.5 SWOT Analysis

13.9.6 Strategy

13.10 Fujitsu Limited

13.10.1 Company Overview

13.10.2 Financial Overview

13.10.3 Services Offerings

13.10.4 Key Developments

13.10.5 SWOT Analysis

13.10.6 Strategy

I would like to order

Product name: Global Public Cloud Market Outlook 2023

Product link: <https://marketpublishers.com/r/G764ED472028EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G764ED472028EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970