

# **Data Storage Management Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

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## **Abstracts**

### **Data Storage Management Market Overview**

The global Data Storage Management Market is projected to witness significant growth from 2025 to 2030, driven by the increasing volume of data generated across industries and the need for efficient data storage solutions. The market is expected to grow at a CAGR of 8.5%-10% during the forecast period, reaching a market size of approximately \$120 billion to \$150 billion by 2030. The rising adoption of cloud-based storage solutions, advancements in data analytics, and the growing demand for data protection and compliance are key factors fueling this growth.

### **Market Size and Share Analysis**

The Data Storage Management Market is segmented by product type, process, application, end-use, and region. In terms of product type, the market is divided into Data Protection, Data Insights, and Data Storage. The Data Storage segment holds the largest market share, accounting for 45%-50% of the total market in 2025, driven by the increasing demand for scalable and secure storage solutions. The Data Protection segment is expected to grow at a CAGR of 9%-11%, owing to the rising concerns over data breaches and regulatory compliance.

### **Key Players in the Market**

The market is highly competitive, with key players such as Dell-EMC, IBM, Veritas, Veeam, Rubrik, Cohesity, Druva, Avepoint, Datto, Commvault, DSG, Shanghai Information2 Software Inc. dominating the landscape. Dell-EMC holds the largest market share at 20%-25%, followed by IBM with a share of 15%-18%. These

companies are focusing on strategic partnerships, product innovations, and mergers & acquisitions to strengthen their market position.

## Market Segmentation

### By Product Type

Data Protection: Expected to grow at a CAGR of 9%-11%.

Data Insights: Projected to grow at a CAGR of 7%-9%.

Data Storage: Holds the largest market share at 45%-50%.

### By Application

Small-to-medium business (SMB): Accounts for 30%-35% of the market share.

Government: Expected to grow at a CAGR of 8%-10%.

Large business: Holds the largest share at 40%-45%.

### By End-Use

The market is segmented into various end-use industries, including IT & Telecom, Healthcare, BFSI, Retail, and Manufacturing. The IT & Telecom sector dominates the market with a share of 25%-30%, driven by the increasing adoption of cloud storage and big data analytics.

### By Region

North America: Holds the largest market share at 35%-40%, driven by the presence of major players and advanced IT infrastructure.

Europe: Expected to grow at a CAGR of 7%-9%.

Asia-Pacific: Projected to witness the highest growth rate of 10%-12%, fueled by rapid digital transformation and increasing data generation.

Latin America: Expected to grow at a CAGR of 6%-8%.

Middle East & Africa: Projected to grow at a CAGR of 5%-7%.

## Market Trends

The Data Storage Management Market is witnessing several key trends, including the increasing adoption of AI-driven data management solutions, the rise of hybrid cloud storage, and the growing emphasis on data security and compliance. Additionally, the

market is seeing a shift towards software-defined storage (SDS) solutions, which offer greater flexibility and scalability compared to traditional storage systems.

#### Market News on Policy and Companies

Recent developments in the market include:

Dell-EMC announced a new partnership with Microsoft to integrate their storage solutions with Azure, enhancing cloud storage capabilities.

IBM launched a new AI-driven data management platform, aimed at improving data insights and storage efficiency.

Veritas introduced a new data protection solution designed for hybrid cloud environments, addressing the growing demand for secure data storage.

Governments worldwide are implementing stricter data protection regulations, such as the GDPR in Europe and the CCPA in the United States, driving the demand for compliant data storage solutions.

#### Segment Forecasts (2025 - 2030)

The Data Storage Management Market is expected to continue its growth trajectory, with the following segment forecasts:

Data Protection: Expected to reach a market size of \$40 billion to \$50 billion by 2030.

Data Insights: Projected to grow to \$30 billion to \$35 billion by 2030.

Data Storage: Anticipated to reach \$50 billion to \$65 billion by 2030.

#### Conclusion

The Data Storage Management Market is poised for significant growth over the next five years, driven by the increasing volume of data, advancements in storage technologies, and the growing need for data protection and compliance. Key players such as Dell-EMC, IBM, and Veritas are leading the market, with a focus on innovation and strategic partnerships. The market is expected to witness the highest growth in the Asia-Pacific region, fueled by rapid digital transformation and increasing data generation. As the market evolves, companies will need to adapt to emerging trends such as AI-driven data management and hybrid cloud storage to maintain a competitive edge.

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