

Global Hybrid Cloud Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Hybrid cloud is a cloud model which uses a mix of private cloud and public cloud services with orchestration between the two platforms. Further, it enables organizations to manage and use IT resources across their on-site data center and a compatible public cloud.

Based on type, the market is divided into solutions and services segments. By delivery model, the hybrid cloud market is segmented into platform as a service (PaaS), software as a service (SaaS), and infrastructure as a service (IaaS). Based on industry vertical, the overall market is segmented into public sector; healthcare sector; banking, financial services, and insurance (BFSI) sector; media and entertainment sector; telecom sector; retail sector; and others. Geographic breakdown and deep analysis of each of the previously mentioned segments, is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Rise in need for cost-efficient, scalable, and agile computing is projected to increase demand for hybrid cloud-based solutions and services

Increased focus of end-user verticals across the globe towards managing and minimizing their IT cost and capital expenditure

Restraints:

Lack of resources and budget to build an on-site cloud infrastructure limits small and medium organizations to invest into hybrid cloud-based solutions and services

MARKET PLAYERS:

The top players in the global hybrid cloud market include Amazon Web Services, Inc., Akamai Technologies, Inc., Cisco Systems Inc., Equinix, Inc., Google Inc., Hewlett Packard Enterprise Company, IBM Corporation, Microsoft Corporation, VMware, Inc., and Yahoo Inc.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Type

Solution

Services

By Delivery Model

Platform as a Service (PaaS)

Software as a Service (SaaS)

Infrastructure as a Service (IaaS)

By Industry Vertical

Public Sector

Healthcare Sector

Banking, Financial Services and Insurance (BFSI) Sector

Media and Entertainment Sector

Telecom Sector

Retail Sector

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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