

Enterprise Server Power & Cooling Solutions And Services Market Forecasts to 2030 – Global Analysis By Solution Type (Power Solutions and Cooling Solutions), Service Type, Deployment Mode, Enterprise Size, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Enterprise Server Power & Cooling Solutions And Services Market is accounted for \$13.02 billion in 2024 and is expected to reach \$30.73 billion by 2030 growing at a CAGR of 14.9% during the forecast period.

Enterprise Server Power & Cooling Solutions and Services refer to specialized systems and support designed to optimize power efficiency and thermal management in data centers and IT infrastructures. These solutions include uninterruptible power supplies (UPS), power distribution units (PDU), energy-efficient cooling technologies, and environmental monitoring. By enhancing reliability, scalability, and sustainability, these solutions ensure optimal server performance, reduce energy costs, and support business continuity for enterprises operating critical IT workloads.

Market Dynamics:

Driver:

Increasing server density

Rising server density leads to higher power consumption and heat generation, necessitating advanced power and cooling solutions. As enterprises deploy high-performance computing, AI, and cloud workloads, traditional cooling methods become inadequate. This drives demand for efficient power distribution (UPS, PDUs) and innovative cooling technologies like liquid cooling and AI-driven thermal management.

Consequently, increasing server density fuels market growth by accelerating the need for scalable, efficient, and sustainable power and cooling infrastructures.

Restraint:

Operational complexity

Enterprise server power and cooling solutions involve intricate infrastructure, including UPS, PDUs, precision cooling, and monitoring systems, requiring expert management. Integration with existing IT environments, real-time optimization, and maintenance of high-density servers add complexity. Managing power fluctuations, airflow dynamics, and environmental monitoring demands specialized skills and automation. Enterprises hesitant to adopt due to these challenges may slow market expansion despite growing demand.

Opportunity:

Adoption of edge computing

The adoption of edge computing drives demand for efficient power and cooling solutions as enterprises deploy decentralized, high-performance servers closer to end users. Increased processing at the edge generates more heat, necessitating advanced cooling technologies like liquid cooling and AI-driven thermal management. This trend accelerates market growth by expanding infrastructure needs, driving innovation, and boosting investments in scalable, resilient power and cooling systems.

Threat:

High initial investment

High Initial Investment in Enterprise Server Power & Cooling Solutions and Services arises from the need for advanced infrastructure, including UPS systems, PDUs, liquid cooling, precision air conditioning, and AI-driven monitoring. These technologies require significant capital expenditure for installation, integration, and maintenance. Despite long-term savings, the upfront financial burden can limit investment, especially in cost-sensitive regions, hindering overall market expansion.

Covid-19 Impact:

The pandemic accelerated digital transformation, increasing demand for data centers and enterprise servers, thereby driving the need for efficient power and cooling solutions. Remote work, cloud adoption, and online services surged, stressing existing infrastructure. However, supply chain disruptions, component shortages, and delayed projects hindered market growth. Post-pandemic, the market continues to expand with a focus on sustainability and automation.

The large enterprises segment is expected to be the largest during the forecast period

The large enterprises segment is expected to account for the largest market share during the forecast period. Large enterprises operate extensive data centers requiring advanced power backup and cooling systems to prevent downtime and optimize efficiency. Sustainability initiatives and regulatory compliance drive adoption of eco-friendly solutions. With increasing workloads from AI, cloud, and big data, large enterprises invest in scalable, resilient power and cooling solutions to enhance operational continuity and reduce energy costs.

The data centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the data centers segment is predicted to witness the highest growth rate fuelled by its optimal performance, efficiency, and reliability. Advanced cooling solutions such as liquid cooling, air conditioning, and AI-driven thermal management help manage heat dissipation from high-density servers. With rising data demands, energy efficiency, sustainability, and regulatory compliance drive the adoption of innovative power and cooling technologies, ensuring continuous uptime and reducing operational costs.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increasing data center deployments, cloud adoption, and rising digital transformation initiatives. Countries like China, India, Japan, and Singapore are major hubs for data center investments. Government regulations promoting energy efficiency, coupled with rising electricity costs, drive demand for sustainable power and cooling solutions. The adoption of edge computing, AI, and IoT further accelerates market expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by rapid expansion of hyperscale data centers, cloud computing, and AI-driven workloads. The U.S. and Canada lead in data center investments, with strong demand for energy-efficient power and cooling solutions due to rising electricity costs and sustainability goals. Further, continuous technological innovation and a strong focus on reliability and efficiency sustains market growth.

Key players in the market

Some of the key players in Enterprise Server Power & Cooling Solutions And Services market include Schneider Electric, Fujitsu, Daikin Industries Limited, Hitachi Energy Limited, Johnson Controls, Inc., Emerson Electric, Rittal GmbH & Co. KG, STULZ GmbH, Vertiv Group, Thermal Care, Mitsubishi Electric Corporation, Danfoss, Alfa Laval AB, Black Box Corporation, Climaveneta Climate Technologies, Coolcentric, Netmagic, Nortek Air Solutions and Hewlett Packard Enterprise (HPE).

Key Developments:

In February 2025, HPE introduced its next-generation ProLiant Compute Gen12 servers, designed to optimize performance and energy efficiency for demanding workloads such as AI and data analytics. These servers offer up to 41% better performance per watt compared to legacy systems and provide optional direct liquid cooling (DLC) to enhance energy efficiency.

In February 2025, Vertiv announced the global launch of its Liquid Cooling Services portfolio. This offering supports the entire lifecycle of liquid-cooled systems, from installation to fluid management and maintenance, aiming to enhance system availability and efficiency for AI and high-density compute applications.

Solution Types Covered:

Power Solutions

Cooling Solutions

Service Types Covered:

Installation & Integration

Maintenance & Support

Consulting & Advisory Services

Energy Efficiency Optimization

Retrofitting & Upgrades

Other Service Types

Deployment Modes Covered:

On-Premises

Cloud-Based

Enterprise Sizes Covered:

Small & Medium Enterprises (SMEs)

Large Enterprises

End Users Covered:

Data Centers

Banking, Financial Services & Insurance (BFSI)

IT & Telecom

Healthcare & Life Sciences

Government & Public Sector

Retail & E-commerce

Manufacturing & Industrial

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations

- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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