

Green Telecom & Sustainable IT Market Forecasts to 2032 – Global Analysis By Infrastructure & Systems (Green Networks, Sustainable Data Centers and Eco-friendly End-user Devices), Solutions & Services, Sustainability Approach, Stakeholder Ecosystem and By Geography

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Abstracts

According to Statistics MRC, the Global Green Telecom & Sustainable IT Market is accounted for \$6.24 billion in 2025 and is expected to reach \$26.61 billion by 2032 growing at a CAGR of 23.0% during the forecast period. Sustainable IT and Green Telecom aim to lower the ecological impact of communication and computing technologies through energy-efficient and environmentally conscious practices. Companies in the IT and telecom sectors are increasingly deploying renewable power, optimizing network systems, and building eco-friendly data centers to cut carbon footprints. Key strategies include using recyclable components in hardware, developing software to conserve energy, and applying circular economy models throughout product lifecycles. These initiatives also focus on minimizing electronic waste and ensuring sustainable sourcing. By embedding sustainability into their operations, organizations can reduce costs, meet regulatory standards, enhance brand reputation, and support global efforts to combat climate change.

According to the World Bank and ITU joint report (2024), the ICT sector contributes between 1.5% and 4% of global carbon emissions, highlighting the urgent need for sustainable practices in telecom and IT.

Market Dynamics:

Driver:

Increasing energy efficiency demands

Demand for energy-efficient technologies is propelling growth in the Green Telecom & Sustainable IT sector. Companies are compelled to reduce power usage across IT systems, telecom networks, and hardware to save costs and lessen ecological impact. Escalating energy expenses and tighter energy regulations encourage adoption of energy-conserving solutions like optimized cooling, low-power devices, and efficient software design. Customer preference for environmentally responsible providers reinforces investment in sustainable infrastructure. Implementing these strategies helps minimize carbon footprints and supports worldwide sustainability goals. By integrating energy efficiency into operations, organizations can achieve both financial savings and environmental responsibility, driving the sector's expansion steadily.

Restraint:

High initial investment costs

The Green Telecom & Sustainable IT market faces limitations due to high upfront costs. Deploying energy-saving infrastructure, green data centers, and renewable energy systems requires considerable capital, posing challenges for smaller companies. Advanced green technologies, including efficient hardware, sustainable software, and low-power network devices, typically have higher initial costs than traditional alternatives. Budgetary constraints can hinder widespread adoption of eco-friendly solutions, as organizations may struggle to justify the long-term investment. Payback periods are often extended, which slows implementation and limits market expansion. This financial barrier is particularly pronounced in developing regions, where cost sensitivity is higher, and access to sufficient funding for green initiatives is often constrained.

Opportunity:

Expansion of eco-friendly data centers

The growth of eco-friendly data centers presents a major opportunity for the Green Telecom & Sustainable IT market. Businesses are investing in energy-efficient servers, optimized cooling systems, and sustainable infrastructure designs to reduce environmental impact. Modern solutions, including modular facilities, renewable energy

integration, and intelligent resource management, help lower operational costs while supporting sustainability goals. Increased cloud adoption and digital transformation further boost demand for data centers, opening the door for green initiatives. Expanding sustainable data centers enables companies to fulfill customer expectations, adhere to environmental standards, and differentiate their offerings, positioning them as leaders in both cost-efficient operations and environmentally responsible practices within the evolving IT and telecom landscape.

Threat:

Rapid technological changes

The fast pace of technological innovation in telecom and IT presents a threat to the Green Telecom & Sustainable IT sector. Emerging, more advanced technologies can render current green systems outdated, forcing additional investments. Continuous upgrades are necessary to stay competitive, increasing operational costs and potentially disrupting long-term sustainability objectives. Rapid innovation also creates uncertainty in selecting the most efficient energy-saving and eco-friendly solutions. Companies that cannot adapt risk losing market share and experiencing reduced returns on prior green investments. This dynamic makes keeping up with technological change a critical challenge, as failure to modernize can undermine sustainability efforts and financial performance in the green IT and telecom market.

Covid-19 Impact:

The COVID-19 crisis impacted the Green Telecom & Sustainable IT market in both positive and negative ways. Increased remote work and online activities drove higher demand for digital services, cloud infrastructure, and energy-efficient IT systems, boosting interest in sustainable solutions. Telecom operators needed network enhancements to manage increased data traffic, highlighting the relevance of green technologies. Conversely, economic challenges, disrupted supply chains, and postponed green initiatives slowed investments in renewable energy, eco-friendly data centers, and sustainable hardware. While the pandemic reinforced the significance of digitalization and environmentally responsible operations, it also temporarily limited financial resources and operational execution, affecting the market's immediate growth and delaying some sustainability projects.

The green networks segment is expected to be the largest during the forecast period

The green networks segment is expected to account for the largest market share during the forecast period due to growing emphasis on energy-efficient telecom infrastructure. Operators are investing in low-energy networking equipment, smart traffic management, and advanced cooling solutions to reduce power consumption and carbon emissions. Serving as the foundation for sustainable telecom operations, Green Networks ensure efficient data flow while limiting environmental impact. Their importance is amplified by supporting high-demand services, cloud platforms, and IoT applications, which require reliable and energy-conscious networks. By focusing on modernizing networks for efficiency and sustainability, companies position this segment as the dominant market contributor, making Green Networks the key driver in advancing environmentally responsible telecom and IT operations.

The renewable integration segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the renewable integration segment is predicted to witness the highest growth rate, driven by increasing adoption of solar, wind, and other clean energy sources for powering IT infrastructure and telecom networks. Heightened focus on environmental responsibility, supportive government incentives, and the urgency to lower carbon footprints are fueling investment in renewable solutions. Companies are implementing hybrid energy systems, advanced storage technologies, and smart grid integrations to optimize sustainability and efficiency. The global trend toward clean energy adoption, along with declining costs of renewable technologies, accelerates growth in this sector. Consequently, Renewable Integration is emerging as the highest growth rate segment, rapidly expanding within the green telecom and IT market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its robust technological infrastructure, proactive sustainability adoption, and strict environmental regulations. Leading telecom and IT firms in the region invest heavily in energy-efficient networks, renewable energy solutions, and green data centers, solidifying its market position. Policy support, regulatory incentives, and growing consumer preference for eco-friendly services drive faster adoption of sustainable technologies. Strong research, innovation, and development capabilities in energy optimization, carbon reduction, and circular economy practices further strengthen the region's leadership. These combined factors establish North America as a key market for green telecom and sustainable IT, making it the largest contributor to global market growth.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by rapid digital adoption, increased IT and telecom investments, and heightened focus on sustainability. Nations in the region are integrating renewable energy, energy-efficient networks, and green data centers to comply with regulations and reduce environmental impact. The deployment of 4G/5G, cloud services, and IoT solutions boosts the need for eco-friendly infrastructure. Supportive government policies, incentives, and funding further encourage sustainable technology implementation. Alongside strong economic expansion and rising consumer preference for green services, these drivers make Asia Pacific the region with the highest growth rate in the sustainable IT and telecom market.

Key players in the market

Some of the key players in Green Telecom & Sustainable IT Market include Ericsson, Nokia, Huawei, Cisco Systems, Siemens, Fujitsu, NEC Corporation, Schneider Electric, IBM Corporation, Hewlett Packard Enterprise (HPE), Dell Technologies, Orange S.A., Telefonica, BT Group and AT&T.

Key Developments:

In November 2025, Nokia and Latvijas Mobilais Telefons (LMT) announced a strategic agreement to integrate Nokia's cutting-edge 5G radio technology with LMT's proven defense solutions. This collaboration will result in a high-capacity, secure, and resilient tactical communications system specifically designed for dedicated use cases in the region.

In October 2025, Ericsson and global technology group e& have entered a multi-year agreement to upgrade e& UAE's 5G Core Network by deploying Ericsson's advanced cloud-native technologies. The agreement, made at GITEX GLOBAL 2025, encompasses the modernization of core network applications from Ericsson's dual-mode 5G Core solutions, running on a combination of Ericsson Cloud Native Infrastructure Solution and e&'s own cloud.

In October 2025, Cisco is launching a new routing system built for the intense traffic of artificial-intelligence workloads between data centers. Routing systems use AI algorithms to direct and manage the flow of tasks, information, or requests in various

systems and applications. Cisco 8223 is optimized to efficiently and securely connect data centers and power the next generation of AI workloads.

Infrastructure & Systems Covered:

Green Networks

Sustainable Data Centers

Eco-friendly End-user Devices

Solutions & Services Covered:

Telecom Services

Digital IT Services

Sustainability Advisory

Sustainability Approaches Covered:

Energy Efficiency

Renewable Integration

Circular Economy & Recycling

Carbon Neutrality & Offsetting

Stakeholder Ecosystems Covered:

Telecom Operators

IT Providers

Regulators & Policymakers

NGOs & Alliances

End-users & Enterprises

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 2024, 2025, 2026, 2028, and 2032
- 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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Emerging Markets
- 3.7 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL GREEN TELECOM & SUSTAINABLE IT MARKET, BY INFRASTRUCTURE & SYSTEMS

- 5.1 Introduction
- 5.2 Green Networks
- 5.3 Sustainable Data Centers
- 5.4 Eco-friendly End-user Devices

6 GLOBAL GREEN TELECOM & SUSTAINABLE IT MARKET, BY SOLUTIONS & SERVICES

- 6.1 Introduction
- 6.2 Telecom Services
- 6.3 Digital IT Services
- 6.4 Sustainability Advisory

7 GLOBAL GREEN TELECOM & SUSTAINABLE IT MARKET, BY SUSTAINABILITY APPROACH

- 7.1 Introduction
- 7.2 Energy Efficiency
- 7.3 Renewable Integration
- 7.4 Circular Economy & Recycling
- 7.5 Carbon Neutrality & Offsetting

8 GLOBAL GREEN TELECOM & SUSTAINABLE IT MARKET, BY STAKEHOLDER ECOSYSTEM

- 8.1 Introduction
- 8.2 Telecom Operators
- 8.3 IT Providers
- 8.4 Regulators & Policymakers
- 8.5 NGOs & Alliances
- 8.6 End-users & Enterprises

9 GLOBAL GREEN TELECOM & SUSTAINABLE IT MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada

- 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Ericsson

- 11.2 Nokia
- 11.3 Huawei
- 11.4 Cisco Systems
- 11.5 Siemens
- 11.6 Fujitsu
- 11.7 NEC Corporation
- 11.8 Schneider Electric
- 11.9 IBM Corporation
- 11.10 Hewlett Packard Enterprise (HPE)
- 11.11 Dell Technologies
- 11.12 Orange S.A.
- 11.13 Telefónica
- 11.14 BT Group
- 11.15 AT&T

List Of Tables

LIST OF TABLES

- Table 1 Global Green Telecom & Sustainable IT Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Green Telecom & Sustainable IT Market Outlook, By Infrastructure & Systems (2024-2032) (\$MN)
- Table 3 Global Green Telecom & Sustainable IT Market Outlook, By Green Networks (2024-2032) (\$MN)
- Table 4 Global Green Telecom & Sustainable IT Market Outlook, By Sustainable Data Centers (2024-2032) (\$MN)
- Table 5 Global Green Telecom & Sustainable IT Market Outlook, By Eco-friendly End-user Devices (2024-2032) (\$MN)
- Table 6 Global Green Telecom & Sustainable IT Market Outlook, By Solutions & Services (2024-2032) (\$MN)
- Table 7 Global Green Telecom & Sustainable IT Market Outlook, By Telecom Services (2024-2032) (\$MN)
- Table 8 Global Green Telecom & Sustainable IT Market Outlook, By Digital IT Services (2024-2032) (\$MN)
- Table 9 Global Green Telecom & Sustainable IT Market Outlook, By Sustainability Advisory (2024-2032) (\$MN)
- Table 10 Global Green Telecom & Sustainable IT Market Outlook, By Sustainability Approach (2024-2032) (\$MN)
- Table 11 Global Green Telecom & Sustainable IT Market Outlook, By Energy Efficiency (2024-2032) (\$MN)
- Table 12 Global Green Telecom & Sustainable IT Market Outlook, By Renewable Integration (2024-2032) (\$MN)
- Table 13 Global Green Telecom & Sustainable IT Market Outlook, By Circular Economy & Recycling (2024-2032) (\$MN)
- Table 14 Global Green Telecom & Sustainable IT Market Outlook, By Carbon Neutrality & Offsetting (2024-2032) (\$MN)
- Table 15 Global Green Telecom & Sustainable IT Market Outlook, By Stakeholder Ecosystem (2024-2032) (\$MN)
- Table 16 Global Green Telecom & Sustainable IT Market Outlook, By Telecom Operators (2024-2032) (\$MN)
- Table 17 Global Green Telecom & Sustainable IT Market Outlook, By IT Providers (2024-2032) (\$MN)
- Table 18 Global Green Telecom & Sustainable IT Market Outlook, By Regulators &

Policymakers (2024-2032) (\$MN)

Table 19 Global Green Telecom & Sustainable IT Market Outlook, By NGOs & Alliances (2024-2032) (\$MN)

Table 20 Global Green Telecom & Sustainable IT Market Outlook, By End-users & Enterprises (2024-2032) (\$MN)

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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