

The Future of Data Centre Pricing

<https://marketpublishers.com/r/F43FE21380FBEN.html>

Date: July 2025

Pages: 1900

Price: US\$ 1,695.00 (Single User License)

ID: F43FE21380FBEN

Abstracts

Datacentrepricing herein provides an insight into data centre pricing adopted across the globe and the key trends to the Future of Data Centre Pricing. The report quantifies the 10 key trends taking place in Data Centre Pricing worldwide. One of the trends identified is that Data Centre Providers are seeking to charge more for their ancillary services – Ancillary services are providing a useful source of additional revenue to colocation services and Data Centre Providers are making substantial new investments in DCIM services and cloud fabric services. Reported Data Centre financial results however seem to indicate that there is only a gradual increase in non-colocation services, as shown with an example.

The report also looks at Remote hands services which are being offered with a range of different pricing.

Datacentrepricing concludes that Inflationary conditions are likely to persist and pricing for rack space rentals are increasing in most markets by an average of around 2 per cent per annum. There has been an increase in rentals in selected Tier 2 markets in particular driven by the introduction of wholesale capacity from cloud and hyperscale users. The launch of new capacity increases price levels over time. Cloud Service Providers (CSPs) are building new Availability Zones (AZ's) in Tier 2 markets including Athens, Israel, Madrid, Milan, Oslo, Stockholm, Turin, Vienna & Warsaw as part of a programme of deploying cloud services in new markets (partly to generate new users and to allay data sovereignty concerns).

The main pricing increase has been in power costs – Although energy costs are typically “passed through” power usage applied by a Data Centre Provider typically are applied with an extra margin to cover facility costs (with the exception of the USA market where Data Centres are prohibited from adding any additional power charge unless they are a registered utility). The power costs applied vary by Data Centre

Provider. The per kW rental rate applied is also increased by a factor to cover the facility operational cost, typically multiplied by a PUE (Performance Usage Effectiveness) factor of up to 1.5 times allowing an additional rental cost.

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