

# **Data Center Market – Global Industry Size, Share, Trends, Opportunity, and ForecastSegmented by Solution (IT Infrastructure, General Infrastructure, Electrical Infrastructure, Mechanical Infrastructure and Others), By Enterprise Size (Large Enterprises and Small & Medium Enterprises (SMEs)), By End-User (Information Technology & Telecom, Government, BFSI, Healthcare and Others), By Region, Competition, 2018-2028**

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## **Abstracts**

Global Data Center Market has valued at USD 178.1 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 11.3% through 2028. The increased demand for cloud computing among SMEs, government regulations for regional data security, and increasing local investment are important factors affecting the demand for data centres globally.

### **Key Market Drivers**

Cloud Computing will help in Data Center Market growth.

Cloud computing stands as one of the most influential and transformative drivers behind the rapid growth of the global data center market. The cloud has revolutionized the way businesses, governments, and individuals' access, store, and process data, leading to a significant surge in demand for data center infrastructure. First and foremost, cloud service providers like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud rely on vast data center networks to deliver their services. These hyperscale data

centers serve as the backbone of cloud computing, providing scalable and flexible resources to users worldwide. As more organizations migrate their operations and data to the cloud, the demand for data center capacity grows in tandem. The cloud offers numerous advantages, including cost-effectiveness, scalability, and accessibility. This has encouraged businesses of all sizes to embrace cloud-based solutions for tasks ranging from data storage and application hosting to artificial intelligence and machine learning. To meet this escalating demand, cloud providers continuously expand their data center footprints, often requiring new data center construction and upgrades.

The global pandemic further accelerated the adoption of cloud computing. With remote work becoming the norm, businesses required cloud infrastructure to support remote collaboration tools, virtual desktops, and remote access to critical applications. As remote work persists, the reliance on cloud-based resources remains robust, ensuring a sustained need for data centers. Moreover, the cloud has become the engine behind innovation. It facilitates the development and deployment of emerging technologies such as IoT, big data analytics, and AI/ML. These technologies generate enormous volumes of data, which must be processed and analyzed efficiently - a task that relies heavily on data center capabilities. As businesses increasingly embrace digital transformation, cloud computing is poised to remain at the forefront. The global data center market will continue to thrive as cloud providers and enterprises invest in data center infrastructure to accommodate the expanding cloud ecosystem. These investments will focus on enhancing performance, security, and sustainability to meet the evolving needs of an interconnected world driven by the cloud. In summary, cloud computing's influence on the global data center market is profound and enduring, shaping the future of digital infrastructure and technology innovation.

### Remote Work and Online Services Have Played a Crucial Role in The Growth of The Data Center Market

Remote work and the surge in online services have become major driving forces behind the rapid growth of the global data center market. The COVID-19 pandemic served as a catalyst, accelerating the adoption of these trends and fundamentally reshaping the way businesses operate and individuals access services. The widespread transition to remote work necessitated robust data center infrastructure to support the increased demand for cloud-based collaboration tools, video conferencing platforms, and remote desktop solutions. Organizations worldwide sought reliable data centers to ensure uninterrupted connectivity, data storage, and processing capabilities for remote employees. These data centers played a critical role in maintaining productivity during lockdowns and continue to be essential as hybrid work models persist. Simultaneously,

the explosion of online services, from e-commerce and streaming platforms to online gaming and social media, has driven immense data traffic. Users expect seamless, high-speed access to content and services, placing significant demands on data center capacity. Content delivery networks (CDNs) and edge data centers have become integral to reducing latency and enhancing user experiences, especially for services that require real-time interaction.

Moreover, data centers enable companies to gather and analyze vast amounts of data generated by online activities, supporting personalized marketing, product development, and customer insights. This data-driven approach is crucial for businesses seeking a competitive edge in the digital landscape. The shift to remote work and increased reliance on online services are likely to endure as permanent features of the post-pandemic world. Consequently, the data center market will continue to expand to meet these evolving needs. Data center operators will invest in scalability, energy efficiency, and security to accommodate the growing demand, ensuring that remote workers and online service providers have the infrastructure required to operate efficiently and deliver exceptional user experiences. As businesses adapt to these transformative trends, the global data center market is poised for sustained growth, with remote work and online services at its forefront, shaping the future of digital connectivity and data processing.

## Key Market Challenges

### Energy Consumption and Sustainability

Energy consumption and sustainability are emerging as critical challenges that could potentially hinder the growth of the global data center market. Data centers, which are the backbone of the digital age, are notorious energy guzzlers. Their constant operation, including servers, cooling systems, and infrastructure, demands vast amounts of electricity, resulting in substantial carbon emissions and escalating operational costs. One of the primary concerns is the environmental impact. Data centers, often powered by fossil fuels, contribute significantly to greenhouse gas emissions. This raises environmental concerns and regulatory scrutiny, potentially leading to stricter regulations and penalties for non-compliance. Moreover, the rising cost of energy is a significant financial burden for data center operators. As energy prices fluctuate and sustainable energy sources become more widely adopted, the cost of traditional energy sources can increase. This can strain the profitability of data centers and impact their competitiveness.

To mitigate these challenges, data center operators are increasingly exploring sustainable solutions. This includes transitioning to renewable energy sources, optimizing cooling and power distribution systems for efficiency, and adopting innovative cooling technologies. Additionally, some data centers are repurposing waste heat for heating nearby buildings or for other energy-intensive processes. Sustainability is no longer an optional consideration for data centers; it's a business imperative. To thrive in the evolving data center market, operators must embrace energy-efficient practices and reduce their carbon footprint. Failure to do so could not only result in financial setbacks but also undermine their reputation and competitiveness in a world increasingly focused on environmental responsibility.

### Heat Dissipation and Cooling Costs

Heat dissipation and cooling costs represent significant challenges in the global data center market. As data centers have become increasingly powerful and dense, the amount of heat generated by servers and networking equipment has risen substantially. Effectively managing this heat is essential for the reliability, efficiency, and cost-effectiveness of data center operations. One of the major challenges is finding efficient and sustainable methods to cool data centers. Traditional cooling systems, such as air conditioning, can be both expensive to operate and environmentally unfriendly due to their high energy consumption. As data centers expand to meet growing demands, the associated cooling costs can become a substantial portion of the overall operational expenses.

Data center operators have been exploring innovative cooling solutions to address this challenge. Some of these include Liquid Cooling: Liquid cooling systems, which use coolants to remove heat directly from servers and components, are gaining popularity. These systems can be more efficient than traditional air cooling, but they require careful design and maintenance. Free Cooling: Free cooling systems use outside air to cool data center facilities, reducing the reliance on mechanical cooling methods. However, they are highly dependent on geographic location and weather conditions.

### Key Market Trends

#### Hybrid and Multi-Cloud Adoption

The adoption of hybrid and multi-cloud strategies is emerging as a powerful driver propelling the global data center market forward. In an era where agility, scalability, and flexibility are paramount, organizations are increasingly turning to these approaches to

optimize their IT infrastructure and operations.

Hybrid cloud entails combining on-premises data centers with public and private cloud resources, while multi-cloud involves utilizing services from multiple cloud providers. Several key factors underscore the significance of this trend in driving the data center market Flexibility and Scalability, Risk Mitigation, Best-of-Breed Services etc. In conclusion, hybrid and multi-cloud adoption is at the forefront of driving the global data center market. As organizations seek to balance the advantages of cloud computing with their existing infrastructure, data centers play a crucial role in facilitating the seamless integration and management of these diverse environments. This trend is set to endure as businesses strive for greater agility, resilience, and cost-efficiency in their IT strategies.

### Sustainability and Green Data Centers

Sustainability and the emergence of green data centers are poised to be transformative drivers propelling the global data center market forward. In an era marked by increasing environmental awareness and the imperative for sustainable business practices, organizations and data center operators are recognizing the paramount importance of integrating eco-friendly principles into their data center infrastructure. Green data centers represent a paradigm shift, meticulously designed to prioritize energy efficiency, reduce carbon emissions, and minimize their environmental footprint. Several compelling factors are contributing to the ascendancy of sustainability in the data center industry: **Environmental Responsibility:** As ecological concerns mount, businesses are under mounting pressure to shrink their carbon footprint and embrace green initiatives. Green data centers align seamlessly with corporate sustainability objectives, bolstering an organization's image and appeal to environmentally conscious consumers and investors. **Regulatory Compliance:** Stringent environmental regulations are being enacted globally. Data center operators must adhere to these rules or risk facing legal penalties and financial consequences. Adopting green data center solutions not only ensures compliance but also mitigates energy consumption. **Cost Savings:** Green data centers often incorporate energy-efficient technologies and leverage renewable energy sources, delivering substantial cost savings over time. By reducing energy consumption and operational expenses, these green facilities enhance the economic viability of data center operations. **Competitive Advantage:** Companies increasingly prefer green data centers as partners and service providers. Demonstrating a commitment to sustainability can confer a significant competitive edge, attracting clients who prioritize environmental responsibility in their operations. To promote sustainability, data center operators are embracing an array of strategies and technologies. These include

transitioning to renewable energy sources, deploying advanced cooling methodologies, optimizing server configurations, and adopting innovative architectural designs aimed at minimizing energy waste. In summary, the pivot towards sustainability and the proliferation of green data centers underscores the data center industry's commitment to environmental stewardship and long-term viability. As these principles become integral to the sector, they are poised to propel the global data center market, enticing environmentally conscious businesses and addressing regulatory imperatives for reduced carbon emissions and heightened energy efficiency.

## Segmental Insights

### Solution Insights

The IT Infrastructure has showcased the lucrative market growth in 2022, due to the increased need for digital infrastructure projects in sectors like government, telecommunications, energy, smart agriculture, and banking/fintech.

### End-User Type Insights

Information Technology & Telecom will dominate the market in the forecast period, The telecom and IT industries store and process a staggering quantity of data. Data centres in have grown more popular as a result of the growing uptake of mobile data and subscription services. The demand in the nation is anticipated to increase rapidly with the introduction of 5G and Cloud. Additionally, the development of infrastructure is a crucial success factor that promotes and supports economic progress. IT and telecom companies are making significant investments in the nation.

## Regional Insights

The North America to Dominate has established itself as the leader in the Global Data Center Market with a significant revenue share in 2022. North America is home to many technological innovators. The region has a high demand for technologies like cloud computing and IoT. These technologies need robust data center facilities to handle the increasing complexities. This, in turn, is anticipated to increase the demand for data center services in the region.

Also, the United States is one of the largest-growing economies in the world, and it is likely to boost the growth of public cloud-based data centers. The IT industry dominates the United States market as the largest private sector employer in the country, where



data centers are widely used, thereby propelling the market growth. Thus, rising demand from various countries is expected to drive the market studied in the region during the forecast period.

### Key Market Players

Alphabet Inc.

Amazon.com Inc.

Digital Realty

Equinix Inc.

Hewlett Packard Enterprise

IBM Corporation

Microsoft

NTT Communication Corporation

Oracle

SAP SE

### Report Scope:

In this report, the Global Data Center Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Data Center, By Solutions:

IT Infrastructure

General Infrastructure

Electrical Infrastructure

Mechanical Infrastructure

Others

Data Center, By Enterprise Size:

Large Enterprises

Small & Medium Enterprises (SMEs)

Data Center, By End-User:

Information Technology & Telecom

Government

BFSI

Healthcare

Others

Data Center Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India



Japan

South Korea

Indonesia

Europe

Germany

United Kingdom

France

Russia

Spain

South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

Egypt

UAE

Israel

Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Data Center Market.

**Available Customizations:**

Global Data Center Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

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