

# **Data Center Air Cooling Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Cooling Type (Room-Based Cooling, Row-Based Cooling, and Rack-Based Cooling), Data Center Type (Hyperscale Data Center, Colocation Data Center, Wholesale Data Center, and Enterprise Data Center), Industry Vertical (IT and Telecom, BFSI, Healthcare, Manufacturing, Government and Defense, Media and Entertainment, Retail, Energy, and Others), and Geography (North America, Europe, Asia Pacific, Middle East and Africa, and South and Central America)**

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## **Abstracts**

The data center air cooling market size was valued at US\$ 11.19 billion in 2024 and is expected to reach US\$ 23.63 billion by 2031; it is estimated to record a CAGR of 11.0% from 2025 to 2031.

The data center air cooling market is segmented into five major regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. North America dominated the market in 2023, followed by APAC and Europe, respectively. The North America data center air cooling market is driven by the rapid growth of cloud computing, artificial intelligence (AI), and high-performance computing (HPC) workloads. The US and Canada host numerous hyperscale and colocation data

centers to support enterprises, cloud service providers, and government applications, resulting in increasing demand for high-efficiency cooling solutions. Rising heat density in server racks—caused by the deployment of dense computing architectures and GPUs for AI and HPC—has intensified the need for advanced air cooling technologies, including precision cooling, hot/cold aisle containment, and in-row cooling units. Governments in the US and Canada have implemented energy efficiency standards and green building codes, encouraging data center operators to adopt environmentally friendly cooling systems that reduce energy consumption and carbon emissions. Moreover, the high cost of electricity in certain regions has incentivized companies to invest in energy-efficient solutions to optimize operational expenditure. North America has a robust IT infrastructure, access to advanced materials, and a strong focus on sustainability. AI-driven adaptive cooling, IoT-enabled monitoring, and predictive maintenance solutions are increasingly being deployed to optimize airflow and thermal management dynamically. The growth of hyperscale cloud providers—such as AWS, Microsoft Azure, and Google Cloud, along with edge data centers to support latency-sensitive applications—has accelerated demand for scalable and modular air cooling solutions.

Europe's focus on sustainability, regulatory compliance, and technological innovation positions it as a significant market for advanced air cooling systems. The region is witnessing increasing digitalization, cloud adoption, and the expansion of hyperscale data centers across countries such as Germany, the UK, France, and the Netherlands. The region has witnessed significant demand for energy-efficient cooling solutions, as European Union (EU) regulations emphasize sustainability and carbon reduction in data center operations. Cooling systems that minimize power consumption, utilize environmentally friendly refrigerants, and integrate with renewable energy sources are being increasingly adopted to comply with strict EU directives.

Asetek, Inc, Rittal GmbH & Co KG, Stulz SpA, Carrier Global Corp, Daikin Industries Ltd, Delta Electronics Inc, Fujitsu Ltd, Mitsubishi Corp, Schneider Electric SE, and Vertiv Group Corp. are among the key data center air cooling market players that are profiled in this market study.

The overall data center air cooling market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the data center air cooling market size. the process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain

analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the data center air cooling market.

### **Reason to buy**

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Data Center Air Cooling market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global Data Center Air Cooling market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global Data Center Air Cooling market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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