

Data Protection as a Service Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Service Type [Backup as a Service (BaaS), Disaster Recovery as a Service (DRaaS), and Storage as a Service (STaaS)], Deployment (Public Cloud, Hybrid Cloud, and Private Cloud), Enterprise Size (Large Enterprises and SMEs), End Use Industry (IT and Telecom, BFSI, Healthcare, Manufacturing, Retail and E-Commerce, and Others), and Geography

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Abstracts

The data protection as a service market size was valued at US\$ 25.35 billion in 2024 and is expected to reach US\$ 161.50 billion by 2031; it is estimated to register a CAGR of 30.3% during 2025 to 2031.

The data protection as a service 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 data protection as a service market in 2024. Europe is the second-largest contributor to the global data protection as a service market, followed by Asia Pacific.

The data protection as a service market in APAC is segmented into China, India, Japan, Australia, South Korea, and the Rest of APAC. IBM Security's latest X-Force Threat Intelligence Index 2023 reveals that Asia Pacific was the most targeted region globally in 2021 and 2022. The region was responsible for 31% of all cybersecurity incidents

addressed worldwide. The same report highlighted that attackers most commonly deployed backdoors—used for remote system access—in 31% of incidents in 2022. Ransomware was the second most prevalent attack method, accounting for 13% of cases. Further, according to the report, manufacturing tops the list of the most targeted industries in this region with 48% of cases, followed by finance and insurance at second place with 18% of cases.

Further, Asia Pacific is experiencing a much higher frequency of attacks than the global average. According to Check Point's latest quarterly threat intelligence report, businesses in APAC are hit by an average of 2,600 cyber threats per week, compared to the global average of 1,750. Attackers more commonly target government, healthcare, finance, manufacturing, education, and research sectors, among others. Thus, digital transformation initiatives, increasing cyber threats, and stringent data protection regulations fuel the growth of the data protection as a service market in Asia Pacific. Subsequently, cloud-based security solutions are gaining popularity in the region due to their easy scalability. For instance, by the end of 2023, Microsoft recorded 40% growth in the uptake of its cloud-based security services in Asia Pacific.

Based on end-user industry, the data protection as a service market is segmented into IT and telecom, BFSI, healthcare, manufacturing, retail and e-commerce, and others. The IT and telecom segment held the largest data protection as a service market share. The IT and telecom segment is the largest contributor to the data protection as a service market. This segment encompasses cloud storage providers, computing service providers, software developers, file-sharing solution providers, and telecom providers. The IT and telecom industry often manages and stores vast volumes of critical and sensitive customer data, which makes it a major target for cyberattacks and fraudulent activities, with an average data breach cost of US\$ 4.62 million. In 2023, 69% of telecom organizations reported experiencing a data breach or cyberattack. Moreover, according to Verizon's 2023 Data Breach Investigations Report, telecom providers are among the most targeted industries, with network vulnerabilities contributing to over 25% of incidents. IT and telecom firms utilize DPaaS to streamline compliance with various data protection regulations, such as GDPR and CCPA, apart from minimizing downtime and preventing data loss.

ABB Ltd, Delta Electronics Inc, Fanuc Corp, Fuji Electric Co Ltd, Mitsubishi Electric Corp, Nidec Corp, Rockwell Automation Inc, Schneider Electric SE, Siemens AG, and Yaskawa Electric Corp are among the key data protection as a service market players that are profiled in this market study.

The overall data protection as a service 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 protection as a service 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 protection as a service market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. DATA PROTECTION AS A SERVICE MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in the Value Chain

5. DATA PROTECTION AS A SERVICE MARKET – KEY MARKET DYNAMICS

- 5.1 Data Protection as a Service Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Increasing Number of Cyberattacks
 - 5.2.2 Stringent Government Regulations
 - 5.2.3 Rising Acceptance of BYOD Trend
- 5.3 Market Restraints
 - 5.3.1 High Initial Cost
- 5.4 Market Opportunities

5.4.1 Rising Investments in Cloud-Based Solutions

5.5 Future Trends

5.5.1 Incorporation of Artificial Intelligence and Machine Learning in Data Protection Solutions

5.6 Impact of Drivers and Restraints:

6. DATA PROTECTION AS A SERVICE MARKET – GLOBAL MARKET ANALYSIS

6.1 Data Protection as a Service Market Revenue (US\$ Million), 2021–2031

6.2 Data Protection as a Service Market Forecast Analysis

7. DATA PROTECTION AS A SERVICE MARKET ANALYSIS – BY SERVICE TYPE

7.1 Backup as a Service (BaaS)

7.1.1 Overview

7.1.2 Backup as a Service (BaaS): Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Disaster Recovery as a Service (DRaaS)

7.2.1 Overview

7.2.2 Disaster Recovery as a Service (DRaaS): Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

7.3 Storage as a Service (STaaS)

7.3.1 Overview

7.3.2 Storage as a Service (STaaS): Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

8. DATA PROTECTION AS A SERVICE MARKET ANALYSIS – BY DEPLOYMENT

8.1 Public Cloud

8.1.1 Overview

8.1.2 Public Cloud: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Hybrid Cloud

8.2.1 Overview

8.2.2 Hybrid Cloud: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

8.3 Private Cloud

8.3.1 Overview

8.3.2 Private Cloud: Data Protection as a Service Market – Revenue and Forecast to

2031 (US\$ Million)

9. DATA PROTECTION AS A SERVICE MARKET ANALYSIS – BY ENTERPRISE SIZE

9.1 Large Enterprises

9.1.1 Overview

9.1.2 Large Enterprises: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 SMEs

9.2.1 Overview

9.2.2 SMEs: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

10. DATA PROTECTION AS A SERVICE MARKET ANALYSIS – BY END USE INDUSTRY

10.1 IT and Telecom

10.1.1 Overview

10.1.2 IT and Telecom: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

10.2 BFSI

10.2.1 Overview

10.2.2 BFSI: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

10.3 Healthcare

10.3.1 Overview

10.3.2 Healthcare: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

10.4 Manufacturing

10.4.1 Overview

10.4.2 Manufacturing: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

10.5 Retail and Ecommerce

10.5.1 Overview

10.5.2 Retail and Ecommerce: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

10.6 Others

10.6.1 Overview

10.6.2 Others: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11. DATA PROTECTION AS A SERVICE MARKET – GEOGRAPHICAL ANALYSIS

11.1 Overview

11.2 North America

11.2.1 North America Data Protection as a Service Market Overview

11.2.2 North America: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.2.3 North America: Data Protection as a Service Market Breakdown, by Service Type

11.2.3.1 North America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Service Type

11.2.4 North America: Data Protection as a Service Market Breakdown, by Deployment

11.2.4.1 North America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Deployment

11.2.5 North America: Data Protection as a Service Market Breakdown, by Enterprise Size

11.2.5.1 North America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Enterprise Size

11.2.6 North America: Data Protection as a Service Market Breakdown, by End Use Industry

11.2.6.1 North America: Data Protection as a Service Market – Revenue and Forecast Analysis – by End Use Industry

11.2.7 North America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.2.7.1 North America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.2.7.2 United States: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.2.7.2.1 United States: Data Protection as a Service Market Breakdown, by Service Type

11.2.7.2.2 United States: Data Protection as a Service Market Breakdown, by Deployment

11.2.7.2.3 United States: Data Protection as a Service Market Breakdown, by Enterprise Size

11.2.7.2.4 United States: Data Protection as a Service Market Breakdown, by End

Use Industry

11.2.7.3 Canada: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.2.7.3.1 Canada: Data Protection as a Service Market Breakdown, by Service Type

11.2.7.3.2 Canada: Data Protection as a Service Market Breakdown, by Deployment

11.2.7.3.3 Canada: Data Protection as a Service Market Breakdown, by Enterprise Size

11.2.7.3.4 Canada: Data Protection as a Service Market Breakdown, by End Use Industry

11.2.7.4 Mexico: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.2.7.4.1 Mexico: Data Protection as a Service Market Breakdown, by Service Type

11.2.7.4.2 Mexico: Data Protection as a Service Market Breakdown, by Deployment

11.2.7.4.3 Mexico: Data Protection as a Service Market Breakdown, by Enterprise Size

11.2.7.4.4 Mexico: Data Protection as a Service Market Breakdown, by End Use Industry

11.3 Europe

11.3.1 Europe Data Protection as a Service Market Overview

11.3.2 Europe: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.3 Europe: Data Protection as a Service Market Breakdown, by Service Type

11.3.3.1 Europe: Data Protection as a Service Market – Revenue and Forecast Analysis – by Service Type

11.3.4 Europe: Data Protection as a Service Market Breakdown, by Deployment

11.3.4.1 Europe: Data Protection as a Service Market – Revenue and Forecast Analysis – by Deployment

11.3.5 Europe: Data Protection as a Service Market Breakdown, by Enterprise Size

11.3.5.1 Europe: Data Protection as a Service Market – Revenue and Forecast Analysis – by Enterprise Size

11.3.6 Europe: Data Protection as a Service Market Breakdown, by End Use Industry

11.3.6.1 Europe: Data Protection as a Service Market – Revenue and Forecast Analysis – by End Use Industry

11.3.7 Europe: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.3.7.1 Europe: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.3.7.2 United Kingdom: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.7.2.1 United Kingdom: Data Protection as a Service Market Breakdown, by Service Type

11.3.7.2.2 United Kingdom: Data Protection as a Service Market Breakdown, by Deployment

11.3.7.2.3 United Kingdom: Data Protection as a Service Market Breakdown, by Enterprise Size

11.3.7.2.4 United Kingdom: Data Protection as a Service Market Breakdown, by End Use Industry

11.3.7.3 Germany: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.7.3.1 Germany: Data Protection as a Service Market Breakdown, by Service Type

11.3.7.3.2 Germany: Data Protection as a Service Market Breakdown, by Deployment

11.3.7.3.3 Germany: Data Protection as a Service Market Breakdown, by Enterprise Size

11.3.7.3.4 Germany: Data Protection as a Service Market Breakdown, by End Use Industry

11.3.7.4 France: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.7.4.1 France: Data Protection as a Service Market Breakdown, by Service Type

11.3.7.4.2 France: Data Protection as a Service Market Breakdown, by Deployment

11.3.7.4.3 France: Data Protection as a Service Market Breakdown, by Enterprise Size

11.3.7.4.4 France: Data Protection as a Service Market Breakdown, by End Use Industry

11.3.7.5 Italy: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.7.5.1 Italy: Data Protection as a Service Market Breakdown, by Service Type

11.3.7.5.2 Italy: Data Protection as a Service Market Breakdown, by Deployment

11.3.7.5.3 Italy: Data Protection as a Service Market Breakdown, by Enterprise Size

11.3.7.5.4 Italy: Data Protection as a Service Market Breakdown, by End Use Industry

11.3.7.6 Russia: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.7.6.1 Russia: Data Protection as a Service Market Breakdown, by Service

Type

11.3.7.6.2 Russia: Data Protection as a Service Market Breakdown, by Deployment

11.3.7.6.3 Russia: Data Protection as a Service Market Breakdown, by Enterprise

Size

11.3.7.6.4 Russia: Data Protection as a Service Market Breakdown, by End Use

Industry

11.3.7.7 Rest of Europe: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.3.7.7.1 Rest of Europe: Data Protection as a Service Market Breakdown, by Service Type

11.3.7.7.2 Rest of Europe: Data Protection as a Service Market Breakdown, by Deployment

11.3.7.7.3 Rest of Europe: Data Protection as a Service Market Breakdown, by Enterprise Size

11.3.7.7.4 Rest of Europe: Data Protection as a Service Market Breakdown, by End Use Industry

11.4 Asia Pacific

11.4.1 Asia Pacific Data Protection as a Service Market Overview

11.4.2 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.4.3 Asia Pacific: Data Protection as a Service Market Breakdown, by Service Type

11.4.3.1 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast Analysis – by Service Type

11.4.4 Asia Pacific: Data Protection as a Service Market Breakdown, by Deployment

11.4.4.1 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast Analysis – by Deployment

11.4.5 Asia Pacific: Data Protection as a Service Market Breakdown, by Enterprise Size

11.4.5.1 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast Analysis – by Enterprise Size

11.4.6 Asia Pacific: Data Protection as a Service Market Breakdown, by End Use Industry

11.4.6.1 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast Analysis – by End Use Industry

11.4.7 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.4.7.1 Asia Pacific: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.4.7.2 China: Data Protection as a Service Market – Revenue and Forecast to

2031 (US\$ Million)

11.4.7.2.1 China: Data Protection as a Service Market Breakdown, by Service Type

11.4.7.2.2 China: Data Protection as a Service Market Breakdown, by Deployment

11.4.7.2.3 China: Data Protection as a Service Market Breakdown, by Enterprise

Size

11.4.7.2.4 China: Data Protection as a Service Market Breakdown, by End Use

Industry

11.4.7.3 Japan: Data Protection as a Service Market – Revenue and Forecast to

2031 (US\$ Million)

11.4.7.3.1 Japan: Data Protection as a Service Market Breakdown, by Service Type

11.4.7.3.2 Japan: Data Protection as a Service Market Breakdown, by Deployment

11.4.7.3.3 Japan: Data Protection as a Service Market Breakdown, by Enterprise

Size

11.4.7.3.4 Japan: Data Protection as a Service Market Breakdown, by End Use

Industry

11.4.7.4 South Korea: Data Protection as a Service Market – Revenue and Forecast

to 2031 (US\$ Million)

11.4.7.4.1 South Korea: Data Protection as a Service Market Breakdown, by
Service Type

11.4.7.4.2 South Korea: Data Protection as a Service Market Breakdown, by
Deployment

11.4.7.4.3 South Korea: Data Protection as a Service Market Breakdown, by
Enterprise Size

11.4.7.4.4 South Korea: Data Protection as a Service Market Breakdown, by End
Use Industry

11.4.7.5 India: Data Protection as a Service Market – Revenue and Forecast to 2031
(US\$ Million)

11.4.7.5.1 India: Data Protection as a Service Market Breakdown, by Service Type

11.4.7.5.2 India: Data Protection as a Service Market Breakdown, by Deployment

11.4.7.5.3 India: Data Protection as a Service Market Breakdown, by Enterprise

Size

11.4.7.5.4 India: Data Protection as a Service Market Breakdown, by End Use

Industry

11.4.7.6 Australia: Data Protection as a Service Market – Revenue and Forecast to
2031 (US\$ Million)

11.4.7.6.1 Australia: Data Protection as a Service Market Breakdown, by Service
Type

11.4.7.6.2 Australia: Data Protection as a Service Market Breakdown, by
Deployment

11.4.7.6.3 Australia: Data Protection as a Service Market Breakdown, by Enterprise Size

11.4.7.6.4 Australia: Data Protection as a Service Market Breakdown, by End Use Industry

11.4.7.7 Rest of APAC: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.4.7.7.1 Rest of APAC: Data Protection as a Service Market Breakdown, by Service Type

11.4.7.7.2 Rest of APAC: Data Protection as a Service Market Breakdown, by Deployment

11.4.7.7.3 Rest of APAC: Data Protection as a Service Market Breakdown, by Enterprise Size

11.4.7.7.4 Rest of APAC: Data Protection as a Service Market Breakdown, by End Use Industry

11.5 Middle East and Africa

11.5.1 Middle East and Africa Data Protection as a Service Market Overview

11.5.2 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.5.3 Middle East and Africa: Data Protection as a Service Market Breakdown, by Service Type

11.5.3.1 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast Analysis – by Service Type

11.5.4 Middle East and Africa: Data Protection as a Service Market Breakdown, by Deployment

11.5.4.1 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast Analysis – by Deployment

11.5.5 Middle East and Africa: Data Protection as a Service Market Breakdown, by Enterprise Size

11.5.5.1 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast Analysis – by Enterprise Size

11.5.6 Middle East and Africa: Data Protection as a Service Market Breakdown, by End Use Industry

11.5.6.1 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast Analysis – by End Use Industry

11.5.7 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.5.7.1 Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.5.7.2 United Arab Emirates: Data Protection as a Service Market – Revenue and

Forecast to 2031 (US\$ Million)

11.5.7.2.1 United Arab Emirates: Data Protection as a Service Market Breakdown, by Service Type

11.5.7.2.2 United Arab Emirates: Data Protection as a Service Market Breakdown, by Deployment

11.5.7.2.3 United Arab Emirates: Data Protection as a Service Market Breakdown, by Enterprise Size

11.5.7.2.4 United Arab Emirates: Data Protection as a Service Market Breakdown, by End Use Industry

11.5.7.3 Saudi Arabia: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.5.7.3.1 Saudi Arabia: Data Protection as a Service Market Breakdown, by Service Type

11.5.7.3.2 Saudi Arabia: Data Protection as a Service Market Breakdown, by Deployment

11.5.7.3.3 Saudi Arabia: Data Protection as a Service Market Breakdown, by Enterprise Size

11.5.7.3.4 Saudi Arabia: Data Protection as a Service Market Breakdown, by End Use Industry

11.5.7.4 South Africa: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.5.7.4.1 South Africa: Data Protection as a Service Market Breakdown, by Service Type

11.5.7.4.2 South Africa: Data Protection as a Service Market Breakdown, by Deployment

11.5.7.4.3 South Africa: Data Protection as a Service Market Breakdown, by Enterprise Size

11.5.7.4.4 South Africa: Data Protection as a Service Market Breakdown, by End Use Industry

11.5.7.5 Rest of Middle East and Africa: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.5.7.5.1 Rest of Middle East and Africa: Data Protection as a Service Market Breakdown, by Service Type

11.5.7.5.2 Rest of Middle East and Africa: Data Protection as a Service Market Breakdown, by Deployment

11.5.7.5.3 Rest of Middle East and Africa: Data Protection as a Service Market Breakdown, by Enterprise Size

11.5.7.5.4 Rest of Middle East and Africa: Data Protection as a Service Market Breakdown, by End Use Industry

11.6 South and Central America

11.6.1 South and Central America Data Protection as a Service Market Overview

11.6.2 South and Central America: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.6.3 South and Central America: Data Protection as a Service Market Breakdown, by Service Type

11.6.3.1 South and Central America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Service Type

11.6.4 South and Central America: Data Protection as a Service Market Breakdown, by Deployment

11.6.4.1 South and Central America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Deployment

11.6.5 South and Central America: Data Protection as a Service Market Breakdown, by Enterprise Size

11.6.5.1 South and Central America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Enterprise Size

11.6.6 South and Central America: Data Protection as a Service Market Breakdown, by End Use Industry

11.6.6.1 South and Central America: Data Protection as a Service Market – Revenue and Forecast Analysis – by End Use Industry

11.6.7 South and Central America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.6.7.1 South and Central America: Data Protection as a Service Market – Revenue and Forecast Analysis – by Country

11.6.7.2 Brazil: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.6.7.2.1 Brazil: Data Protection as a Service Market Breakdown, by Service Type

11.6.7.2.2 Brazil: Data Protection as a Service Market Breakdown, by Deployment

11.6.7.2.3 Brazil: Data Protection as a Service Market Breakdown, by Enterprise Size

11.6.7.2.4 Brazil: Data Protection as a Service Market Breakdown, by End Use Industry

11.6.7.3 Argentina: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.6.7.3.1 Argentina: Data Protection as a Service Market Breakdown, by Service Type

11.6.7.3.2 Argentina: Data Protection as a Service Market Breakdown, by Deployment

11.6.7.3.3 Argentina: Data Protection as a Service Market Breakdown, by Enterprise

Size

11.6.7.3.4 Argentina: Data Protection as a Service Market Breakdown, by End Use Industry

11.6.7.4 Rest of South and Central America: Data Protection as a Service Market – Revenue and Forecast to 2031 (US\$ Million)

11.6.7.4.1 Rest of South and Central America: Data Protection as a Service Market Breakdown, by Service Type

11.6.7.4.2 Rest of South and Central America: Data Protection as a Service Market Breakdown, by Deployment

11.6.7.4.3 Rest of South and Central America: Data Protection as a Service Market Breakdown, by Enterprise Size

11.6.7.4.4 Rest of South and Central America: Data Protection as a Service Market Breakdown, by End Use Industry

12. COMPETITIVE LANDSCAPE

12.1 Heat Map Analysis by Key Players

12.2 Company Positioning & Concentration

13. INDUSTRY LANDSCAPE

13.1 Overview

13.2 Market Initiative

13.3 New Product Development

13.2 Mergers and Acquisitions

14. COMPANY PROFILES

14.1 Amazon Web Services Inc

14.1.1 Key Facts

14.1.2 Business Description

14.1.3 Products and Services

14.1.4 Financial Overview

14.1.5 SWOT Analysis

14.1.6 Key Developments

14.2 Hewlett Packard Enterprise Co

14.2.1 Key Facts

14.2.2 Business Description

14.2.3 Products and Services

- 14.2.4 Financial Overview
- 14.2.5 SWOT Analysis
- 14.2.6 Key Developments
- 14.3 International Business Machines Corp
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview
 - 14.3.5 SWOT Analysis
 - 14.3.6 Key Developments
- 14.4 Oracle Corp
 - 14.4.1 Key Facts
 - 14.4.2 Business Description
 - 14.4.3 Products and Services
 - 14.4.4 Financial Overview
 - 14.4.5 SWOT Analysis
 - 14.4.6 Key Developments
- 14.5 Kyndryl Holdings Inc
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Broadcom Inc
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 Cisco Systems Inc
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 Dell Technologies Inc

- 14.8.1 Key Facts
- 14.8.2 Business Description
- 14.8.3 Products and Services
- 14.8.4 Financial Overview
- 14.8.5 SWOT Analysis
- 14.8.6 Key Developments
- 14.9 Microsoft Corp
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Products and Services
 - 14.9.4 Financial Overview
 - 14.9.5 SWOT Analysis
 - 14.9.6 Key Developments
- 14.10 Hitachi Vantara Corp
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Products and Services
 - 14.10.4 Financial Overview
 - 14.10.5 SWOT Analysis
 - 14.10.6 Key Developments

15. APPENDIX

- 15.1 Word Index
- 15.2 About the Insight Partners

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Product name: Data Protection as a Service Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Service Type [Backup as a Service (BaaS), Disaster Recovery as a Service (DRaaS), and Storage as a Service (STaaS)], Deployment (Public Cloud, Hybrid Cloud, and Private Cloud), Enterprise Size (Large Enterprises and SMEs), End Use Industry (IT and Telecom, BFSI, Healthcare, Manufacturing, Retail and E-Commerce, and Others), and Geography

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