

# **Middle East & Africa Bare Metal Cloud Market Forecast to 2030 - Regional Analysis - by Service Type (Networking Services, Storage & Database Services, Compute Services, Security Services, and Others), Enterprise Size (SMEs and Large Enterprises), and Application (BFSI, Manufacturing, Government, Retail, Healthcare, IT & Telecommunications, and Others)**

<https://marketpublishers.com/r/M3686F440628EN.html>

Date: February 2024

Pages: 87

Price: US\$ 3,550.00 (Single User License)

ID: M3686F440628EN

## **Abstracts**

The Middle East & Africa bare metal cloud market was valued at US\$ 406.37 million in 2022 and is expected to reach US\$ 1,709.65 million by 2030; it is estimated to grow at a CAGR of 19.7% from 2022 to 2030.

### **Rising Demand for Colocation Services Fuels the Middle East & Africa Bare Metal Cloud Market**

Constructing data center involves huge capital investments, and ROI is comparatively low. Also, other expenses and efforts such as maintenance and service become a burden on enterprises. Small enterprises don't have enough budget or capital investments to construct a data center. Therefore, most of these enterprises are choosing colocation or cloud services to store their data. Moreover, the rising demand for colocation services is propelling the construction of mega data centers as they offer economies of scale. Therefore, many colocation service providers are expanding their businesses and launching new data centers across the world to cater to requirements of enterprises and businesses. Thus, it is anticipated that the colocation service products will increase in the coming years.

The data center market players are engaged in gaining profits by providing running bare-

metal servers in colocation centers. The deployment of workloads on bare-metal servers is gaining traction among organizations to host a server in colocation facilities rather than on-premises due to several benefits offered by the colocation services. Due to the drawback of running applications on the virtual server where the performance of the system is flaky, bare-metal colocation service can solve this issue by allowing the organizations to deploy their workloads directly on physical servers, where GPUs can crunch large volumes of numbers quickly and enhance the system performance. Thus, increasing demand for colocation services will drive the bare metal cloud market growth in the coming years.

### Middle East & Africa Bare Metal Cloud Market Overview

The MEA has experienced a rapid penetration of internet connectivity over the years. Government authorities have launched various initiatives to promote digital transformation across all industry sectors and increase efficiency and competitiveness in the global market. In March 2021, the government of Saudi Arabia launched the Digital Government Authority (DGA) to oversee the national digital strategy across the country. In addition, the region comprises several growing economies, such as the UAE, Saudi Arabia, Oman, Kuwait, and Qatar. These countries are becoming potential markets for digitalization owing to a rapid rise in industrialization and growth in the adoption of advanced technological solutions to handle the increased volume of data. Thus, the rise in digitization and industrialization propels the demand for bare metal cloud services by several players across various industries in the MEA to build their cost-effective digital infrastructure and enhance their data security.

Key factors driving the bare metal cloud adoption in the MEA are the rising availability of better technology and rapid deployment of additional IT resources, delivering more projects without recruiting additional headcount and standardization. The bare metal cloud market in the MEA is growing due to rising number of companies establishing and increasing penetration of digitalization across companies in the region. The market has recently evolved to many colocation service providers considering offering bare metal cloud service in the region. In addition, many global bare metal service providers are expanding their businesses in the MEA.

Middle East & Africa Bare Metal Cloud Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Bare Metal Cloud Market Segmentation

The Middle East & Africa bare metal cloud market is segmented based on service type, enterprise size, application, and country.

Based on service type, the Middle East & Africa bare metal cloud market is segmented into networking services, storage & database services, compute services, security services, and others. The storage & database services segment held the largest Middle East & Africa bare metal cloud market share in 2022.

In terms of enterprise size, the Middle East & Africa bare metal cloud market is bifurcated into SMEs and large enterprises. The large enterprises segment held a larger Middle East & Africa bare metal cloud market share in 2022.

By application, the Middle East & Africa bare metal cloud market is segmented into BFSI, manufacturing, government, retail, healthcare, IT & telecommunications, and others. The IT & telecommunications segment held the largest Middle East & Africa bare metal cloud market share in 2022.

Based on country, the Middle East & Africa bare metal cloud market is categorized into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa bare metal cloud market in 2022.

International Business Machines Corp, Oracle Corp, Rackspace Technology Inc, Lumen Technologies Inc, and Equinix Inc are some of the leading companies operating in the Middle East & Africa bare metal cloud market.

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