

North America Hyperscale Data Center Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The hyperscale data center market in North America was valued at approximately USD 41.43 billion in 2023 and is projected to grow to around USD 174.38 billion by 2031, reflecting a compound annual growth rate (CAGR) of 19.7% during the forecast period from 2023 to 2031.

Drivers of Growth in the Hyperscale Data Center Market

The rapid advancement of technologies such as the Internet of Things (IoT), big data, machine learning, and artificial intelligence (AI) is significantly driving the growth of the hyperscale data center market in North America. IoT, in particular, generates vast amounts of data that require efficient storage, processing, and real-time analysis. With numerous IoT devices deployed across various sectors, the need for data centers that can handle this influx of information is critical.

Hyperscale data centers, strategically located at the network's edge, provide essential local computing power, storage, and analytics capabilities. This setup minimizes latency and bandwidth usage when transmitting data to centralized data centers, enabling real-time decision-making and enhancing IoT applications across multiple industries.

Moreover, the processing and analysis of large datasets necessitate substantial computational power and storage. Hyperscale data centers are designed with scalable and distributed architectures, allowing organizations to efficiently manage and analyze big data. They also improve data processing efficiency and facilitate real-time analytics. Additionally, machine learning and AI applications require significant computational resources for both training and inference, which hyperscale data centers can readily

provide. By situating these data centers closer to data sources, organizations can further reduce latency, supporting applications such as autonomous vehicles, intelligent video analytics, predictive maintenance, and personalized recommendations.

Impact of Digital Banking on the Market

The digital banking sector in North America has experienced rapid growth, contributing to the expansion of the hyperscale data center market. Innovations in digital banking, including AI-driven budgeting tools and mobile payment solutions, are transforming the financial landscape. A recent survey by the American Bankers Association revealed that approximately 71% of consumers prefer managing their bank accounts via mobile apps (48%) or computers (23%). This shift towards digital banking is driving demand for hyperscale data centers, as financial institutions increasingly rely on these facilities to enhance customer experience and operational efficiency.

Market Segmentation

The North America hyperscale data center market can be segmented into several categories:

- 1. Solutions:** The market is divided into storage, networking, servers, security, and other solutions. In 2023, the storage segment held the largest share of the market.
- 2. End Users:** The market is categorized into colocation providers, enterprises, and cloud providers. The colocation providers segment was the largest in 2023.
- 3. Industry Verticals:** The market is segmented into banking, financial services, and insurance (BFSI), telecommunications and IT, government and public sectors, media and entertainment, among others. The BFSI sector accounted for the largest market share in 2023.
- 4. Geographical Distribution:** The market is further divided by country, including the United States, Canada, and Mexico. The United States dominated the market share in 2023.

Key Players in the Market

Several prominent companies are leading the hyperscale data center market in North

America, including:

ABB Ltd

Dell Technologies Inc

EdgeConnex Inc.

Cisco Systems Inc

International Business Machines Corp (IBM)

Fujitsu Ltd

Hewlett Packard Enterprise Development LP

Intel Corp

Juniper Networks Inc

Schneider Electric SE

These companies are at the forefront of providing innovative solutions and services that cater to the growing demands of hyperscale data centers, ensuring they remain competitive in this rapidly evolving market.

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