

North America Micro Data Center Market Forecast to 2030 - Regional Analysis - By Rack Type (Single Rack and Multi Rack), Organization Size (Large Enterprises and SMEs), and End User (IT & Telecom, BFSI, Retail, Healthcare, Manufacturing, and Others)

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Abstracts

The North America micro data center market was valued at US\$ 1,468.55 million in 2022 and is expected to reach US\$ 4,062.68 million by 2030; it is estimated to grow at a CAGR of 13.6% from 2022 to 2030.

Adoption of Edge Micro Data Centers Fuels the North America Micro Data Center Market

With the increased demand for instant data transfer in offices, data is taking longer to reach its destination. Most organizations depend on large, outsourced data centers, usually located far from their place of business. As data centers are placed further from the source, many users are experiencing latency and bandwidth issues. These factors can cause significant delays in data transfer, affecting businesses' productivity. To resolve this issue, edge micro data centers aim to bring data computing back to the source, thereby bridging the gap between the user and the cloud.

Edge micro data centers offer reduced latency and bandwidth use, which leads to increased productivity. They process important data at the client's end rather than the cloud end, offering fast results. By utilizing an edge micro data center, businesses can still benefit from the convenience of cloud computing without the latency issues. Modern edge micro data center solutions are much smaller and cheaper than full-size data centers, requiring less upkeep. There is no need to construct a specialized building to house the micro data center as it takes up approximately a square meter of office

space, and soundproofing options ensure no distractions to the workforce.

Various companies are providing micro data center solutions for edge computing. In October 2022, Vertiv, a provider of critical digital infrastructure, launched the Vertiv SmartCabinet 2M-a self-contained micro data center designed for edge computing applications. In addition, in August 2020, EdgeMicro launched five new micro data centers across the US. Moreover, micro data center providers are constantly making efforts to introduce their solutions in the market through various inorganic strategies. In September 2020, HPE, Schneider Electric, and StorMagic collaborated to develop 'Edge in a Box,' a micro data center that can be mounted on the wall to provide IT systems for edge environments. Therefore, the deployment of edge micro data centers is expected to fuel the North America micro data center market growth during the forecast period.

North America Micro Data Center Market Overview

The North America micro data center market is segmented into the US, Canada, and Mexico. North America is dominating the global market with the growing adoption of innovative technologies and rising digitization. The growth of edge computing in the region highlights the growing overlap between the data center and wireless worlds. Due to overlap, various companies in North America are entering into the data center business. In November 2021, the American Tower Corporation-the world's largest wireless infrastructure owner with more than 170,000 sites-acquired CoreSite. In the near future, micro data centers can be installed any place where high-speed connectivity is available.

The adoption of micro data centers in the retail industry is growing in the region. Retailers are progressively leveraging big data powered by machine learning to enhance consumer experience and improve manufacturing and logistics operations. Micro data centers compute and store resources closer to the end users to improve performance. In February 2020, the ALDO group used big data analytics to predict emerging trends and operational excellence. The increases in the adoption of analytics solutions further encourages retailers to implement micro data centers for storing resources, propelling the demand for micro data centers in the market in North America.

Market players are developing supportive solutions for micro data centers in the region. For instance, in March 2020, Vertiv Group launched UPS integrated with lithium-ion batteries in North America. As the lithium-ion batteries function at greater ambient temperatures and reducing expense for data center cooling. This solution aims to

reduce the maintenance cost of micro-edge data centers.

North America Micro Data Center Market Revenue and Forecast to 2030 (US\$ Million)

North America Micro Data Center Market Segmentation

The North America micro data center market is segmented by rack type, organization size, end user, and country.

Based on rack type, the North America micro data center market is bifurcated into single rack and multi rack. The single rack segment held a larger share in 2022.

Based on organization size, the North America micro data center market is bifurcated into large enterprises and SMEs. The large enterprises segment held a larger share in 2022.

Based on end user, the North America micro data center market is segmented into BFSI, retail, IT and telecom, manufacturing, healthcare, and others. The IT and telecom segment held the largest share in 2022.

Based on country, the North America micro data center market is segmented into US, Canada, and Mexico. The US dominated the North America micro data center market in 2022.

Hitachi Ltd, Rittal GmbH & Co KG, Legrand SA, Schneider Electric SE, Vertiv Group Corp, Eaton Corp Plc, Hewlett Packard Enterprise Development LP, Delta Electronics Inc, and Huawei Technologies Co Ltd are some of the leading companies operating in the North America micro data center market.

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