

South & Central America 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)

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Abstracts

The South & Central America bare metal cloud market was valued at US\$ 162.31 million in 2022 and is expected to reach US\$ 578.94 million by 2030; it is estimated to grow at a CAGR of 17.2% from 2022 to 2030.

Adoption of Big Data and IoT by Various Enterprise Size Verticals Fuels the South & Central America Bare Metal Cloud Market

Big Data and IoT are the most practiced technologies across various industry verticals such as BFSI, IT and telecom, government, and others. While big data has become essential for the hospitality and e-commerce & retail industries to understand customer needs, IoT has become essential in the manufacturing vertical to achieve better efficiency. Big Data and IoT generate a huge amount of structured and unstructured data. The data becomes meaningful when it is processed and analyzed correctly. Bare metal cloud model provides the leverage to use a plethora of software, which is the best-in-use for a specific application. A huge collection of such software is available at a single place, where the customer only has to select the software as per its specific purpose.

Big Data helps businesses accomplish certain critical tasks such as pinpointing the root

cause of failures and calculating the risk factors based on historical data. This leads to certain cost and time reductions for organizations along with smart decision-making.

The integration of Big Data and Analytics with the cloud is driven by the need for companies to manage large volumes of data. SAP is catering this market by augmenting its in-memory SAP HANA, an enterprise application development platform with features of Big Data and analytics. The convergence of IoT and cloud would allow machine communication with enterprise-level applications such as CRM, ERP, and SCM. This would help to grow Big Data and Analytics markets in a significant manner and add value to the users. The driver in this convergence could be the factor that the enterprises will avail to the bare metal cloud services for the storage, collection, and analysis of their data on a real-time basis in a cost-effective way. The adoption of bare metal cloud can act as competitive advantage to the enterprise as they can save money and focus on other enterprise goals.

The adoption of bare metal cloud has reached a point where the popularity of Big Data and IoT goes hand-in-hand with the progress of the bare metal cloud market. Bare metal cloud vendor deals with all software related to business intelligence, predictive analysis, and prediction of buying behavior of the customer. The growing need to include Big Data and IoT as an integral part of various businesses is expected to create opportunities for the bare metal cloud market in the coming years.

South & Central America Bare Metal Cloud Market Overview

In the past few years, enormous technological developments have been observed in Latin America. Technological developments have directly impacted the country's economy in SAM region, which has advanced to a large extent. A recent study says that due to the changing economic condition in South America, businesses and consumers in the region are keen to adopt the cloud. As a result of the benefits derived from the bare metal cloud model, the bare metal cloud market will grow.

The South America bare metal cloud market is segmented into Brazil, Argentina, and the Rest of South America. Due to the rising digitalization in Brazil, Argentina, Colombia, Chile, El Salvador, Guatemala, and Peru, the region has become a major contributor to the bare metal cloud market. The growing urbanization, increasing deployment of advanced technologies in various end-use industries, and improving economic conditions are among the prominent factors propelling the demand for IoT solutions, generating a huge volume of data. This factor propels the need for bare metal

cloud for efficient data storage and computing services in a cost-effective way.

Recent developments in the South America bare metal cloud market are:

- According to Cloud 99 blog in April 2023, Latitude.sh (formerly known as Maxihost), a Brazil-based bare metal cloud provider, deployed Ruby on Rails on their servers with Cloud 66. They expanded their global presence in Chile, the US, Australia, and other countries by providing the performance and security of bare metal servers with the automation and flexibility capabilities of the cloud to become a global market leader.
- In September 2022, G-Core Labs S.A. announced its plan to provide Gcore Cloud in Brazil, as South America is considered as the fastest-growing region in terms of e-commerce and SaaS services. The Gcore Cloud with instantly deployable virtual machines and high-performance bare metal servers will help enterprises to boost their business growth by adopting cost-effective solutions.

South & Central America Bare Metal Cloud Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Bare Metal Cloud Market Segmentation

The South & Central America bare metal cloud market is segmented based on service type, enterprise size, application, and country.

Based on service type, the South & Central America 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 South & Central America bare metal cloud market share in 2022.

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

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

Based on country, the South & Central America bare metal cloud market is categorized

into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America bare metal cloud market in 2022.

International Business Machines Corp, Oracle Corp, Rackspace Technology Inc, Lumen Technologies Inc, Equinix Inc, and Cyxtera Technologies Inc are some of the leading companies operating in the South & Central America bare metal cloud 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 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. SOUTH & CENTRAL AMERICA BARE METAL CLOUD MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Ecosystem Analysis
 - 4.2.1 List of Vendors in the Value Chain:

5. SOUTH & CENTRAL AMERICA BARE METAL CLOUD MARKET - KEY ENTERPRISE SIZE DYNAMICS

- 5.1 South & Central America Bare Metal Cloud Market - Key Enterprise Size Dynamics
- 5.2 Market Drivers
 - 5.2.1 Low CAPEX and OPEX Required for Bare Metal Cloud Infrastructure
 - 5.2.2 Demand for Scalable, Flexible, Efficient, and Easy IT Infrastructure
 - 5.2.3 Rapidly Increasing Data Traffic
- 5.3 Market Restraints
 - 5.3.1 Complex Infrastructure
 - 5.3.2 Rising Security Concerns
- 5.4 Market Opportunities
 - 5.4.1 Rising Adoption of Cloud
 - 5.4.2 Adoption of Big Data and IoT by Various Enterprise Size Verticals
- 5.5 Future Trends

5.5.1 Rising Demand for Colocation Services

5.6 Impact of Drivers and Restraints:

6. BARE METAL CLOUD MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS

6.1 South & Central America Bare Metal Cloud Market Revenue (US\$ Million), 2022 - 2030

6.2 South & Central America Bare Metal Cloud Market Forecast and Analysis

7. SOUTH & CENTRAL AMERICA BARE METAL CLOUD MARKET ANALYSIS - SERVICE TYPE

7.1 Networking Services

7.1.1 Overview

7.1.2 Networking Services: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

7.2 Storage & Database Services

7.2.1 Overview

7.2.2 Storage & Database Services: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

7.3 Compute Services

7.3.1 Overview

7.3.2 Compute Services: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

7.4 Security Services

7.4.1 Overview

7.4.2 Security Services: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

7.5 Others

7.5.1 Overview

7.5.2 Others: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

8. SOUTH & CENTRAL AMERICA BARE METAL CLOUD MARKET ANALYSIS - ENTERPRISE SIZE

8.1 SMEs

8.1.1 Overview

8.1.2 SMEs: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

8.2 Large Enterprises

8.2.1 Overview

8.2.2 Large Enterprises: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9. SOUTH & CENTRAL AMERICA BARE METAL CLOUD MARKET ANALYSIS - APPLICATION

9.1 BFSI

9.1.1 Overview

9.1.2 BFSI: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9.2 Manufacturing

9.2.1 Overview

9.2.2 Manufacturing: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9.3 Government

9.3.1 Overview

9.3.2 Government: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9.4 Retail

9.4.1 Overview

9.4.2 Retail: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9.5 Healthcare

9.5.1 Overview

9.5.2 Healthcare: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9.6 IT & Telecommunications

9.6.1 Overview

9.6.2 IT & Telecommunications: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

9.7 Others

9.7.1 Overview

9.7.2 Others: South & Central America Bare Metal Cloud Market, Revenue and Forecast to 2030 (US\$ Million)

10. SOUTH & CENTRAL AMERICA BARE METAL CLOUD MARKET - COUNTRY ANALYSIS

10.1 SAM

10.1.1 SAM Bare Metal Cloud Market Overview

10.1.2 SAM Bare Metal Cloud Market Revenue and Forecasts and Analysis - By Country

10.1.2.1 SAM Bare Metal Cloud Market Revenue and Forecasts and Analysis - By Country

10.1.2.2 Brazil Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.2.1 Brazil Bare Metal Cloud Market Breakdown, by Service Type

10.1.2.2.2 Brazil Bare Metal Cloud Market Breakdown, by Enterprise Size

10.1.2.2.3 Brazil Bare Metal Cloud Market Breakdown, by Application

10.1.2.3 Argentina Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.3.1 Argentina Bare Metal Cloud Market Breakdown, by Service Type

10.1.2.3.2 Argentina Bare Metal Cloud Market Breakdown, by Enterprise Size

10.1.2.3.3 Argentina Bare Metal Cloud Market Breakdown, by Application

10.1.2.4 Rest of SAM Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.4.1 Rest of SAM Bare Metal Cloud Market Breakdown, by Service Type

10.1.2.4.2 Rest of SAM Bare Metal Cloud Market Breakdown, by Enterprise Size

10.1.2.4.3 Rest of SAM Bare Metal Cloud Market Breakdown, by Application

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Market Initiative

11.3 Product Development

11.4 Mergers & Acquisitions

12. COMPANY PROFILES

12.1 International Business Machines Corp

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

- 12.1.6 Key Developments
- 12.2 Oracle Corp
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Rackspace Technology Inc
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Lumen Technologies Inc
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Equinix Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Cyxtera Technologies Inc
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments

13. APPENDIX

13.1 Word Index

List Of Tables

LIST OF TABLES

Table 1. South & Central America Bare Metal Cloud Market Segmentation

Table 2. South & Central America Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Million)

Table 3. South & Central America Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Million) - Service Type

Table 4. Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Million) - Enterprise Size

Table 5. Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Million) - Application

Table 6. SAM Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Country

Table 7. Brazil Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Service Type

Table 8. Brazil Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Enterprise Size

Table 9. Brazil Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Application

Table 10. Argentina Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Service Type

Table 11. Argentina Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Enterprise Size

Table 12. Argentina Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Application

Table 13. Rest of SAM Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Service Type

Table 14. Rest of SAM Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Enterprise Size

Table 15. Rest of SAM Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn) - By Application

Table 16. @LIST OF Abbreviation

List Of Figures

LIST OF FIGURES

Figure 1. South & Central America Bare Metal Cloud Market Segmentation, By Country

Figure 2. Ecosystem: South & Central America Bare Metal Cloud Market

Figure 3. Impact Analysis of Drivers and Restraints

Figure 4. South & Central America Bare Metal Cloud Market Revenue (US\$ Million), 2022 - 2030

Figure 5. South & Central America Bare Metal Cloud Market Share (%) - Service Type, 2022 and 2030

Figure 6. Networking Services: South & Central America Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Million)

Figure 7. Storage & Database Services: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 8. Compute Services: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 9. Security Services: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 10. Others: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 11. South & Central America Bare Metal Cloud Market Share (%) - Enterprise Size, 2022 and 2030

Figure 12. SMEs: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 13. Large Enterprises: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 14. South & Central America Bare Metal Cloud Market Share (%) - Application, 2022 and 2030

Figure 15. BFSI: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 16. Manufacturing: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 17. Government: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 18. Retail: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 19. Healthcare: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 20. IT & Telecommunications: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 21. Others: South & Central America Bare Metal Cloud Market, Revenue and Forecasts to 2030 (US\$ Million)

Figure 22. Bare Metal Cloud Market Revenue, by Key Countries, (2022) (US\$ Million)

Figure 23. Bare Metal Cloud Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 24. Brazil Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn)

Figure 25. Argentina Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn)

Figure 26. Rest of SAM Bare Metal Cloud Market Revenue and Forecasts to 2030 (US\$ Mn)

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