

South & Central America Data Center Colocation Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/SC8F5761F4A2EN.html>

Date: April 2026

Pages: 174

Price: US\$ 3,450.00 (Single User License)

ID: SC8F5761F4A2EN

Abstracts

The South & Central America Data Center Colocation Market is poised for significant growth, with projections indicating that the market size will reach approximately US\$ 5,545.3 million by 2031, up from US\$ 2,261.0 million in 2024. This growth trajectory reflects a robust compound annual growth rate (CAGR) of 13.9% anticipated from 2025 to 2031.

Executive Summary and Market Analysis

The data center colocation market in South & Central America is currently at a pivotal juncture. Despite data center electricity consumption being relatively low—often below 1% of total national energy demand—factors such as increasing urbanization, the migration to cloud services, and the implementation of e-government initiatives are driving demand in key economies like Brazil, Mexico, and Chile.

Government policies are becoming increasingly favorable, particularly in Brazil, where energy regulators and environmental agencies are promoting the use of renewable energy sources for industrial and digital infrastructure. This aligns with the commitments made under the Paris Agreement, as countries in the region implement incentives to enhance solar and wind energy capacities. For example, Brazil aims for renewable energy to constitute over 50% of its electricity mix by the mid-2030s, which will significantly enhance the availability of green power for colocation operators.

Key market drivers include the demand from enterprises for latency-sensitive services in regional hubs such as São Paulo, as well as the requirements of multinational corporations for data residency. These trends are prompting both global hyperscalers and local providers to expand their operations through colocation services. The

overarching narrative across the region is clear: the convergence of growing digital economies, sustainability commitments, and increasing enterprise cloud adoption is propelling the growth of the data center colocation market. Providers that can effectively scale green energy, maintain efficient Power Usage Effectiveness (PUE) ratings, and adhere to environmental regulations will find themselves at a strategic advantage in this evolving landscape.

Market Segmentation Analysis

The South & Central America Data Center Colocation Market can be segmented in several ways:

By Type: The market is divided into Retail Colocation, Wholesale Colocation, and Hybrid Cloud-based Colocation. Retail Colocation is expected to hold the largest market share in 2024.

By Enterprise Size: The market is categorized into Large Enterprises and Small and Medium Enterprises (SMEs), with Large Enterprises anticipated to dominate the market share in 2024.

By Industry Vertical: The market is segmented into IT and Telecom, Banking, Financial Services, and Insurance (BFSI), Healthcare, Retail, and Others, with IT and Telecom expected to hold the largest share in 2024.

Market Outlook

Globally, enterprises are rapidly adopting hybrid and multicloud architectures to enhance flexibility, manage risks, and optimize costs, creating substantial opportunities for data center colocation providers. Hybrid cloud solutions combine on-premises private infrastructure with public cloud environments, while multicloud strategies involve utilizing multiple cloud service providers. Organizations are increasingly turning to neutral, carrier-rich data centers to host their mission-critical computing and storage workloads. By 2025, it is estimated that around 71% of enterprises will have adopted hybrid cloud strategies, with 92% considering hybrid cloud essential for their digital transformation efforts. Furthermore, 85% of enterprises are expected to operate in multicloud environments, balancing workloads across various cloud providers to avoid vendor lock-in and tailor services to their specific needs. Companies utilizing hybrid cloud deployments report significantly lower IT costs—up to 60%—and faster application

deployment cycles—up to 50%—compared to traditional on-premises setups.

This widespread adoption underscores the critical role of colocation facilities as neutral, secure, and highly interconnected hubs that seamlessly integrate with hyperscale cloud providers. Enterprises require reliable connectivity to multiple clouds, such as AWS, Azure, and Google Cloud, which colocation services can provide through direct onramps and high-performance interconnection services. Notably, typical clients maintain a mix of public and private cloud workloads, often retaining up to 81% of their infrastructure on-premises while leveraging public cloud deployments.

Country Insights

The South & Central America Data Center Colocation Market is further segmented by country, with Brazil, Argentina, and the Rest of South & Central America being the primary regions of focus. Brazil is expected to hold the largest market share in 2024.

Brazil plays a crucial role in the global data center colocation market, bolstered by its expansive digital economy, improving connectivity, and regulatory reforms. According to the Brazilian Internet Steering Committee (CGI.br), internet penetration in Brazil exceeds 80%, with a growing demand for cloud and streaming services. The National Bank for Economic and Social Development (BNDES) is investing in digital infrastructure, including submarine cables like EllaLink, which enhance Brazil's global connectivity. Key colocation hubs such as São Paulo, Rio de Janeiro, and Fortaleza are emerging due to their reliable power supply and robust fiber networks. Additionally, Brazil's General Data Protection Law (LGPD), which closely aligns with the EU's GDPR, is driving corporate demand for compliant colocation solutions. The Ministry of Mines and Energy also highlights Brazil's renewable energy matrix, which is predominantly sourced from hydro, wind, and solar, supporting sustainable data center operations. Rapid growth in the fintech sector, as noted by the Central Bank of Brazil, is further driving the demand for low-latency, secure colocation facilities.

Company Profiles

Key players in the South & Central America Data Center Colocation Market include International Business Machines Corp, Rittal GmbH & Co KG, Equinix Inc, Digital Realty Trust Inc, CoreSite Realty Corporation, CyrusOne Inc, Telehouse, NTT Data Corp, AT&T, and Iron Mountain Inc. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative solutions to their customers.

Contents

1. INTRODUCTION

- 1.1 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 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. DATA CENTER COLOCATION MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Component Providers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. SOUTH & CENTRAL AMERICA DATA CENTER COLOCATION MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities

5.4 Future Trends

5.5 Impact of Drivers and Restraints:

6. DATA CENTER COLOCATION MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS

6.1 South & Central America Data Center Colocation Market Revenue (US\$ Million), 2024 - 2031

6.2 South & Central America Data Center Colocation Market Forecast and Analysis

7. SOUTH & CENTRAL AMERICA DATA CENTER COLOCATION MARKET REVENUE ANALYSIS - BY TYPE

7.1 Retail Colocation

7.1.1 Overview

7.1.2 Retail Colocation: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Wholesale Colocation

7.2.1 Overview

7.2.2 Wholesale Colocation: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.3 Hybrid Cloud-based Colocation

7.3.1 Overview

7.3.2 Hybrid Cloud-based Colocation: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. SOUTH & CENTRAL AMERICA DATA CENTER COLOCATION MARKET REVENUE ANALYSIS - BY ENTERPRISE SIZE

8.1 Large Enterprises

8.1.1 Overview

8.1.2 Large Enterprises: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 SMEs

8.2.1 Overview

8.2.2 SMEs: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. SOUTH & CENTRAL AMERICA DATA CENTER COLOCATION MARKET

REVENUE ANALYSIS - BY INDUSTRY VERTICAL

9.1 IT and Telecom

9.1.1 Overview

9.1.2 IT and Telecom: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2 BFSI

9.2.1 Overview

9.2.2 BFSI: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3 Healthcare

9.3.1 Overview

9.3.2 Healthcare: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.4 Retail

9.4.1 Overview

9.4.2 Retail: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.5 Others

9.5.1 Overview

9.5.2 Others: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10. SOUTH & CENTRAL AMERICA DATA CENTER COLOCATION MARKET - COUNTRY ANALYSIS

10.1 South & Central America

10.1.1 South & Central America Data Center Colocation Market Revenue and Forecast and Analysis - by Country

10.1.1.1 South & Central America Data Center Colocation Market Revenue and Forecast and Analysis - by Country

10.1.2.2 Brazil: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.1.2.2.1 Brazil: South & Central America Data Center Colocation Market Share - by Type

10.1.2.2.2 Brazil: South & Central America Data Center Colocation Market Share - by Enterprise Size

10.1.2.2.3 Brazil: South & Central America Data Center Colocation Market Share - by Industry Vertical

10.2.3.3 Argentina: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.2.3.3.1 Argentina: South & Central America Data Center Colocation Market Share - by Type

10.2.3.3.2 Argentina: South & Central America Data Center Colocation Market Share - by Enterprise Size

10.2.3.3.3 Argentina: South & Central America Data Center Colocation Market Share - by Industry Vertical

10.3.4.4 Rest of South & Central America: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

10.3.4.4.1 Rest of South & Central America: South & Central America Data Center Colocation Market Share - by Type

10.3.4.4.2 Rest of South & Central America: South & Central America Data Center Colocation Market Share - by Enterprise Size

10.3.4.4.3 Rest of South & Central America: South & Central America Data Center Colocation Market Share - by Industry Vertical

11 COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Market Share Analysis, 2024

12 INDUSTRY LANDSCAPE

12.1 Overview

12.2 New Product Development

12.3 Merger and Acquisition

12.4 Other Strategic Developments

13 COMPANY PROFILES

13.1 International Business Machines Corp

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 Rittal GmbH & Co KG

- 13.2.1 Key Facts
- 13.2.2 Business Description
- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments
- 13.3 Equinix Inc
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Digital Realty Trust Inc
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 CoreSite Realty Corporation
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 CyrusOne Inc
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Telehouse
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview

13.7.5 SWOT Analysis

13.7.6 Key Developments

13.8 NTT Data Corp

13.8.1 Key Facts

13.8.2 Business Description

13.8.3 Products and Services

13.8.4 Financial Overview

13.8.5 SWOT Analysis

13.8.6 Key Developments

13.9 AT&T

13.9.1 Key Facts

13.9.2 Business Description

13.9.3 Products and Services

13.9.4 Financial Overview

13.9.5 SWOT Analysis

13.9.6 Key Developments

13.10 Iron Mountain Inc

13.10.1 Key Facts

13.10.2 Business Description

13.10.3 Products and Services

13.10.4 Financial Overview

13.10.5 SWOT Analysis

13.10.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. South & Central America Data Center Colocation Market Segmentation

Table 2. List of Vendors

Table 3. South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 5. South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Enterprise Size

Table 6. South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Industry Vertical

Table 7. South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 8. Brazil: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 9. Brazil: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Enterprise Size

Table 10. Brazil: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Industry Vertical

Table 11. Argentina: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 12. Argentina: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Enterprise Size

Table 13. Argentina: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Industry Vertical

Table 14. Rest of South & Central America: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 15. Rest of South & Central America: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Enterprise Size

Table 16. Rest of South & Central America: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Industry Vertical

Table 17. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. South & Central America Data Center Colocation Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Data Center Colocation Market

Figure 4. South & Central America Data Center Colocation Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. South & Central America Data Center Colocation Market Revenue (US\$ Million), 2024 - 2031

Figure 7. South & Central America Data Center Colocation Market Share (%) - by Type, 2024 and 2031

Figure 8. Retail Colocation: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Wholesale Colocation: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Hybrid Cloud-based Colocation: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 11. South & Central America Data Center Colocation Market Share (%) - by Enterprise Size, 2024 and 2031

Figure 12. Large Enterprises: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. SMEs: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. South & Central America Data Center Colocation Market Share (%) - by Industry Vertical, 2024 and 2031

Figure 15. IT and Telecom: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. BFSI: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. Healthcare: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. Retail: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. Others: South & Central America Data Center Colocation Market - Revenue

and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. South & Central America Data Center Colocation Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 21. Brazil: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Argentina: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Rest of South & Central America: South & Central America Data Center Colocation Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 24. Company Market Share Analysis, 2024

I would like to order

Product name: South & Central America Data Center Colocation Market Size and Forecast (2021 - 2031)

Product link: <https://marketpublishers.com/r/SC8F5761F4A2EN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SC8F5761F4A2EN.html>