Global Green Data Center Market Research Report- Forecast to 2023

Market Synopsis
Globally, green data center market is expected to grow from USD 37.9 billion in 2017 to USD 197.72 billion by 2023, with a CAGR of 32.9% during the forecast period. A green data center is used for storing and managing data in which the mechanical, lighting, electrical, and computer systems are designed to provide maximum energy efficiency and minimum environmental impact. IT enterprises use green data centers to reduce environmental impact by gauging, scheduling, and implementing initiatives around data center environment. A green data center provides similar features and capabilities as that of a typical data center yet consumes lesser energy and space; this makes the green data center, more environment-friendly. The key market drivers include, increasing demand for data storage management, rising energy cost, and increasing consumption of electricity. However, lack of awareness about the advantages of green data center, high initial cost, and incompatibility with the existing data center is expected to hamper the market growth. The industry is experiencing an undying need of energy-efficient or green data centers. Energy-efficient data centers help in reducing the operational cost of a data center and decreasing the energy consumption in powering the facility and infrastructure.

There are various benefits of green data centers are the ability to accurately view baseline energy cost, relax budgetary pressures to allow growth, more computing performance per kilowatt, shift energy to cool/energy to operate ratio, extend the life of existing facilities, meaningful energy conservation, reduce footprint, and improve brand value of the company. Government initiatives to curb environmental impact of data centers and increasing interest of organizations towards green earth campaign are few factors driving the market of the green data center. Some of the key vendors occupying green data center market are HP, IBM, Cisco offering various efficient solutions in this market.

Global Green Data Center Market. USD billion

Source: MRFR Analysis

Segmentation
The global market for green data center is segmented on the basis of component, organization size, end-user, vertical, and region

By components, the green data center market is segmented as hardware (servers, cooling equipment, power units, networking components) & software.
By organization size, the green data center market is segmented as SMEs & large business enterprises.
By end-user, the green data market is segmented as cloud service providers and colocation providers.
By vertical, the green data market is segmented as healthcare & life sciences, banking, financial services, and insurance, IT & telecom, public sector, and others.
By region, the market is segmented into North America, Europe, Asia-Pacific, and the rest of the world.
Regional analysis
The global market for green data center is estimated to grow at a moderate rate during the forecast period from 2018 to 2023. The regional analysis of green data center market is studied for North America, Europe, Asia-Pacific, and the rest of the world. North America is dominating the green data center market with the largest market share. The presence of key players and technology advancements expected to drive the green data center market in the region. The increasing number of IoT devices also fuels the market growth as continuous information is exchanged between these devices. Additionally, the presence of IT and telecommunication, BFSI, and automation industries among others drive the market. The increased mobile data traffic and storage demand in recent years has increased the demand for green data center construction. The region with a vast IT infrastructure has boosted the smart devices market in terms of enhancing factors such as making high-speed internet available to the users. Asia-Pacific has the fastest growing market for the green data centers. Economic growth in Asian countries such as China and India are inviting global players in this region which leads to increased investments and accelerated deployment of data centers. Increasing ownership of mobile phones and internet penetration in the region along with high utilization of IoT devices is also leading to market growth.

Competitive Analysis
The global green data center market is witnessing a major growth trend due to increasing demand for eco-friendly data centers due to rising prices of electricity. In June 2016, Huawei Technologies Co. Ltd announced the strategic partnership with SADC for the development of green data centers. In the same month, Fujitsu Laboratories Ltd announced that it has developed a new energy saving technology that facilitates data centers cooling with low consumption of electricity.

Key players
The key players in the market of green data center are- IBM Corporation(US), Dell Corporation(US), Cisco Systems(US), Hitachi (Japan), HP Development Company (US), Fujitsu (US), Schneider Electric (France), Huawei Technologies Co. Ltd. (China), ABB Group (Switzerland), NEC Corporation of America (US) among others. Other players in the market include China Telecom(China), Equinix, Inc.(US), Digital Realty Trust(US), NTT Communications(Japan), CenturyLink(US)

Intended Audience
- Raw material suppliers
- Electronic design automation (EDA) & design tool vendors
- Fabrication, wafer, & foundry process equipment vendors
- Integrated device manufacturers (IDMs)
- Fabless vendors, fabrication players
- Intellectual property vendors
- Original device manufacturers (ODMs)
- Original equipment manufacturers (OEMs)
- Assembly, testing, & packaging vendors
- Government
- Research and Development organizations
- Power and Energy industry
- Data Center component manufacturers
- Manufacturing companies
- BFSI Organizations
- Software Development companies
- Big Data associated Companies

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