Market Synopsis of Cloud Backup Market:
Market Scenario:
Cloud Backup is also known as Online Backup or Cloud Computer Backup. This refers to backing up of data to a remote, cloud-based server. It is a method of supporting the data that is stored in and accessible from multiple distributed and connected resources that comprises a cloud for transferring data over the public cloud with less consumption of bandwidth. The server is usually hosted by a third party service providers. These solutions enable the client to store their data or files on the internet. It collects, compresses, encrypts and transfers data to the requested clients without consuming much time and bandwidth.

The study indicates that the Cloud Backup market is boosted by its solution of making right and informed decisions to achieve the desire outcomes. The cloud backup is also driven by security, storage, savings, and virtualization to a hybrid cloud solution for the data security. It also indicates that the cloud backup is driven by many factors, such as huge volumes of data generation, lower costs and greater efficiency than on-premises backup, and growing adoption of SaaS.

The global Cloud Backup market is expected to grow at USD ~$5.6 Billion by 2023, at ~21.2% of CAGR between 2017 and 2023.

Study Objectives of Cloud Backup Market:
- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the Cloud Backup market.
- To provide insights about factors affecting the market growth.
- To analyze the Cloud Backup market based porter’s five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
- To provide country level analysis of the market with respect to the current market size and future prospective.
- To provide country level analysis of the market for segment on the basis of solution, service, deployment, organization size, end-user and region.
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the Cloud Backup Market.
Key Players:
The prominent players in the Cloud Backup Market are – Microsoft Corporation (U.S), Oracle Corporation (U.S), IBM Corporation (U.S), Amazon Web Services (U.S), EMC Corporation (U.S), Google Inc. (U.S), VMware Inc. (U.S), Dropbox, Inc. (U.S.), Barracuda Networks, Inc. (US), CommVault Software (U.S), Datto, Inc. (U.S.), Symantec Corporation (US), Code42 Software, Inc. (US), among others.

Segments:
The global Cloud Backup market has been segmented on the basis of solution, service, deployment, organization size, end users and region.

Cloud Backup Market by Solutions:
- Primary storage
- Disaster recovery
- Cloud storage gateway
- Others

Cloud Backup Market by Services:
- Training and consulting
- Support and maintenance
- Cloud integration and migration
- Managed services

Cloud Backup Market by Deployments:
- Public Cloud
- Private Cloud
- Hybrid Cloud

Cloud Backup Market by Organization Size:
- Small and Medium Enterprises (SMEs)
- Large Enterprises

Cloud Backup Market by End-User:
- BFSI
- Consumer goods and retail
- Education
- Government and public sector
- Healthcare and life sciences
- Manufacturing
- Media and entertainment
- Telecommunication and ITES
**Regional Analysis:**
The regional analysis of Cloud Backup market is being studied for region such as Asia Pacific, North America, Europe and Rest of the World. Cloud Backup has driven due to its solutions like storage, simple management and monitoring, real-time backup and recovery, simple integration of cloud backup with enterprise's other applications, data de-duplication, customer support and many other services.

It has been observed that North America region is the leading in Cloud Backup market. The study reveals that Europe region is showing a rapid growth in the Cloud Backup market. Asia-Pacific countries like China, Japan and India is projected to be the fastest growing region in the Cloud Backup market due to the increasing size of high data generation in many countries.

**Intended Audience**
- Software investors
- Cloud vendors
- Application design and development service providers
- System integrators/migration service providers
- Training and education service providers
- Data integration service providers
- Managed service providers
- Data quality service providers
- Security Management Service Provider
- Security Equipment Providers
- Security Agencies
- System Integrators

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