

# Global Consumer NAS and SMB NAS Market Size in Revenue & Shipment Units Across Form Factors | Analysis By Arizton

The global consumer and SMB NAS market is estimated to reach values of around \$12 billion by 2018, growing at a CAGR of more than 9% during 2017-2023.

CHICAGO, IL, UNITED STATES, July 11, 2018 /EINPresswire.com/ -- Arizton's recent market research report on the global [consumer NAS and SMB NAS market](#) provides comprehensive industry analysis, trend forecasts, and competitive analysis. The research study segments the market by end-user (consumer, SOHO, SMBs, and SMEs), by form factor (1-Bay, 2-Bay, 4-Bay and 5-Bay, and 6-Bay to 12-Bay), by geography (North America, Europe, APAC, Latin America, and MEA), and offers detailed competitive analysis.

## Consumer and SMB NAS Market - Overview

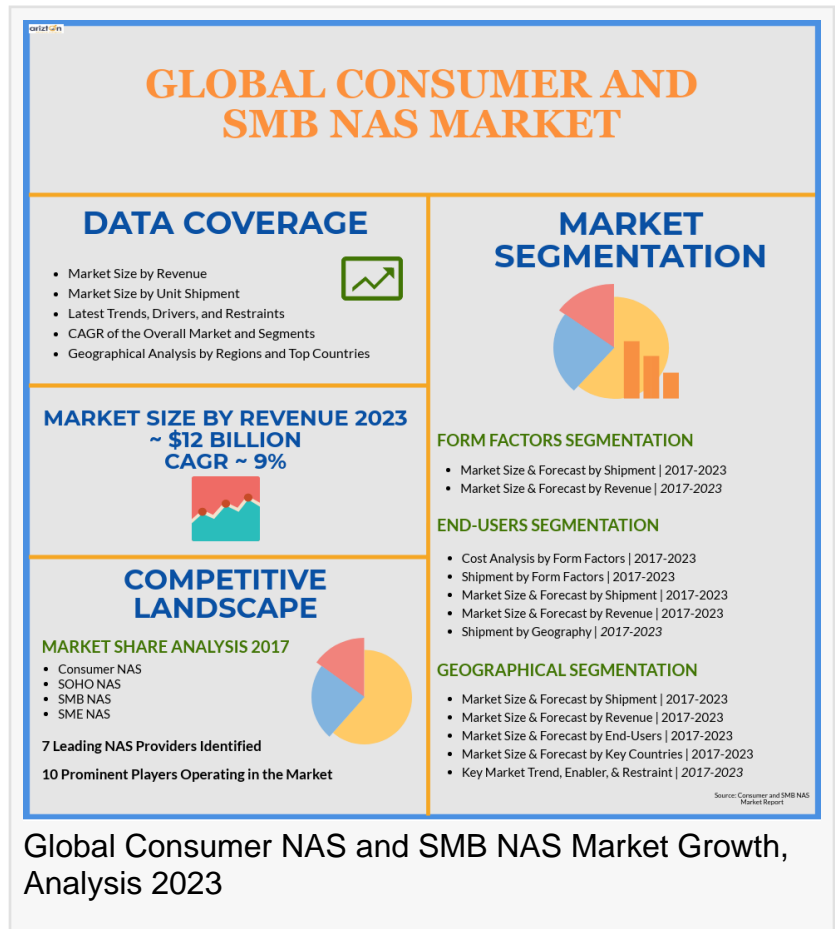
Businesses were looking for safe and secure transfer of file-level data which led to the introduction of network attached storage (NAS) over two decades ago in the global market. The growing need for end-users to store huge amount of data at a reduced cost compared to cloud-based storage is propelling the growth of the consumer and SMB NAS market. These innovative services



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*Harry, Sr. Consultant*

provide remote access to data storage through internet or LAN connectivity at home and help small-scale business to access information at marginal costs in the global market. The vendors are offering multiple features with modern appliances that simplify user interaction with these devices at an affordable cost with higher reliability and security. The launch of such storage solutions will augment the development of the global market. The network attached storage drive vendors are focusing on innovation to improve the capacity of HDD and increase the usage of solid state drive (SSDs) for accelerated performance in various appliances in the global market. The companies are offering these advanced products



through retail channels with diskless systems at an affordable cost that ranges based on form factors i.e., 1-bay to 12-bay to gain a larger market share. Each bay in these systems will accommodate one HDD of up to 12 TB. The reduced cost of these drives is expected to enable vendors to offer affordable solutions for end-users in the consumer and SMB NAS market.

The proliferation of internet connectivity is resulting in the use of various devices such as mobile phones, laptops, and desktop thereby, leading the growth of both personal and business data across end-user segments in the global market. The introduction of new devices that enable user-friendly storing, accessing, and sharing of files among end-users at an affordable cost will boost the demand for these appliances in the global market. The global consumer and SMB NAS market is estimated to reach values of around \$12 billion by 2018, growing at a CAGR of more than 9% during 2017-2023. The report also includes market size in terms of shipment units across various form factors during the forecast period.

[Looking for more information? Download a sample.](#)

The global consumer and SMB NAS market is divided into three major segments that includes end-user, form factor, and geography.




Consumer segment to grow at a considerable CAGR in the global consumer SMB NAS market during forecast period

The global consumer and SMB NAS market by end-users is segmented into consumer, SOHO, SMBs, and SMEs. Consumer segment dominated a significant market share in 2017, growing at a CAGR of over 7% during the forecast period. The increasing number of announcement of new consumer range NAS appliances by several vendors at low costs will propel the growth of this segment in the global market. The declining ASP of 2-bay and 4-bay products is encouraging consumers to adopt these products in the global consumer and SMB NAS market. The end-users are procuring NAS appliance with high performance processors (4 core) and DRAM capacity of over 1 GB which is driving the demand for superior systems in the global consumer and SMB NAS market.



**Arizton Advisory and Intelligence**






**CONSUMER NAS AND SMB NAS MARKET**  
 SEGMENTATION

FORM FACTORS	END-USERS	GEOGRAPHY
1-Bay 2-Bay 4-Bay and 5-Bay 6-Bay to 12-Bay 	Consumer SOHO SMBs SMEs 	North America Europe APAC Latin America MEA 

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Source: Consumer NAS and SMB NAS Market Report by Arizton

**Global Consumer NAS and SMB NAS Market Share and Segment Analysis 2023**

**CONSUMER NAS AND SMB NAS MARKET**  
**-KEY TRENDS**

-  **UNIFIED STORAGE FOR SMB AND SME**
-  **INCORPORATION OF SSD CACHE IN NAS STORAGE**
-  **IMPROVED SECURITY OF NAS APPLIANCE**
-  **CLOUD-BASED SYNCHRONIZATION FOR NAS**
-  **NAS FOR SMART HOME AND HOME AUTOMATION**

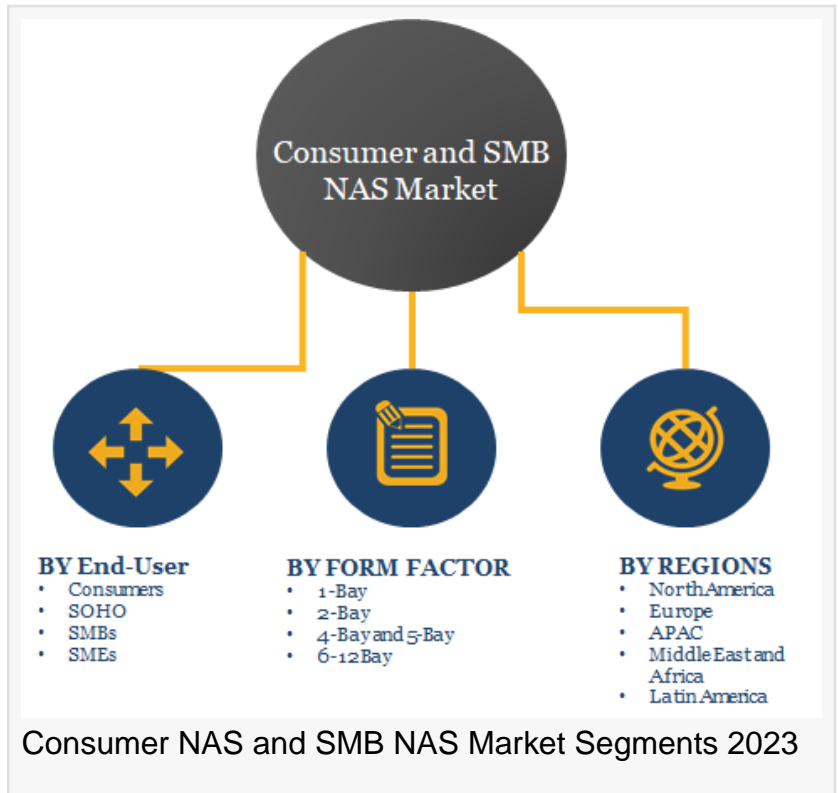
enquiry@arizton.com
Source: Consumer NAS and SMB NAS Market Report by Arizton

**Consumer NAS and SMB NAS Market Trends 2023**

For instance, WD 4TB My Cloud EX2 Ultra diskless appliance will cost around \$155 and Synology 2-bay diskless appliance will cost around \$180 and with 4 TB hard drive it cost around \$300 in the global market. The growing demand for economical options for storage is one of the primary factors contributing to the growth of the global consumer and SMB NAS market.

6-Bay to 12-Bay Segment to grow the fastest in the global consumer SMB NAS market during forecast period

The form factor segment in the global consumer and SMB NAS market is classified into 1-Bay, 2-Bay, 4-Bay and 5-Bay, and 6-Bay to 12-Bay. 6-Bay to 12-Bay occupied a considerable market share in 2017, growing at a CAGR of around 16% during forecast period. The increasing availability of diskless systems that can equip up to to 12 HDD of capacity ranging from 750 Gb to 12 TB HDD, with total capacity of up to 144 TB, with 12, 12TB HDDs will propel the growth of this segment in the global consumer and SMB NAS market. Companies such as Synology, NETGEAR, and QNAP are the leading vendors operating in this segment in the global market. 6-Bay to 12 Bay systems are designed to offer high performance support for operations such as virtualization, real time disaster recovery, and multiple SSD cache ports for IO accelerations. Furthermore, organizations such as Dell Technologies are also involved in offering small business NAS appliances with at least 1 TB of storage capacity at a cost of less than \$8,000. These initiatives will augment the demand in this segment in the global consumer and SMB NAS market.



[Request for a sample here.](#)

APAC to grow at a significant CAGR in the global consumer SMB NAS market during forecast period

The global consumer and SMB NAS market by geography is classified into North America, Europe, APAC, Latin America, and MEA. APAC dominated a portion of the market share in 2017, growing at a CAGR of more than 10% during the forecast period. The growing awareness about NAS storage across countries such as China, Japan, Singapore, Taiwan and Australia will result in the evolution of the APAC region in the global market. SOHO, SMB and SMEs are the largest end-users in the APAC market. The vendors have high opportunities of 2-bay and 4-bay among SMBs and SMEs for use in the enterprise office environment to share files among the users in the APAC consumer and SMB NAS market. The exponential growth of business data, the need to store data, and affordability of these devices and rising number of self-employment opportunities is propelling the need for advanced storage applications in the APAC consumer and SMB market. The adoption of home automation and smart home appliance across China will have a positive impact on the overall development of the market in this region.

Deployment of the new data center in Canada to propel the development of the global consumer and SMB NAS market

The global consumer and SMB NAS market by geography is divided into North America, Europe, APAC, Latin America, and MEA. North America controlled almost half of the market share in 2017, growing at a CAGR of over 8% during the forecast period. The presence of multiple SMEs who are colocating spaces in the data center and are focusing procuring infrastructure within their budget to strengthen every aspect of their business operations will augment the growth of the market in North America. The US and Canada are the largest revenues generators in the North America consumer and SMB NAS market. The increasing investment in video analytics and installation of high-resolution cameras is propelling the demand for these applications in the North American market. The growing storage need for personal data, home automation, and video surveillance data by end-users in North America will boost the adoption of network attached storage in the market.

#### Key Countries Profiled

The key countries profiled in the report are:

US  
UK  
China  
Japan

#### Key Vendor Analysis

The continuous innovations by vendors in the global consumer and SMB NAS market is resulting in a larger portfolio of systems available to end-users. The top players are offering solutions designed to meet requirements of consumers to share files, stream media, use remote access, and for data backup in the global market. The increasing focus on continuous innovation and variety of solutions targeting every storage need is intensifying the competition in the global consumer and SMB NAS market. The launch of products with the superior internal configuration such as latest processors and DRAM technology along with support for multiple virtual machines and SSD cache in NAS will help vendors gain a larger market share during the forecast period.

The major vendors in the global market are:

Apple  
Buffalo Technology  
NETGEAR  
QNAP Systems  
Seagate  
Synology  
Western Digital Corporation

Other prominent vendors include Asustor, Dell Technologies, D-Link, Drobo, FreeNAS, Infortrend Technology, Promise Technology, Toshiba, Thecus Technology, and ZYXEL Communications.

The complete overview of the latest market research report on global consumer and SMB NAS market by Arizton is now available.

The report also offers a detailed study of major trends, drivers, challenges, and also provides the market size and forecast for major geographical regions and key countries.

Read report details: <https://www.arizton.com/market-reports/global-consumer-and-smb-nas-market>

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