

# Hybrid Cloud Market Insights, Country-wise Forecast, Demand & Trends Analysis, Strategies for Participants

*Market for hybrid clouds is primarily driven by rise in the adoption of hybrid clouds in IT service management (ITSM) models.*

PORTLAND, PORTLAND, OR, UNITED STATES, March 8, 2023

/EINPresswire.com/ -- According to the report published by Allied Market Research, the global [hybrid cloud market](#) collected \$36.14 billion in 2017, and is predicted to produce \$171.93 billion by 2025, exhibiting a CAGR of 21.7% from 2018 to 2025.

The global hybrid cloud market is expanding as a result of rising organizational demands for computing capacity and growing consumer knowledge of hybrid cloud advantages. The surge in privacy and data security concerns, however, is impeding industry expansion.

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Demand for hybrid cloud is driven by several factors, including:

1. **Flexibility:** Hybrid cloud allows businesses to use both public and private cloud services in a way that suits their needs. It provides the flexibility to use public cloud services for non-sensitive workloads while keeping sensitive data and critical applications in a private cloud environment.
2. **Cost Savings:** Hybrid cloud can help businesses save money by allowing them to use the most cost-effective cloud services for their needs. Public cloud services can be used for non-sensitive workloads, while private cloud services can be used for more sensitive workloads, resulting in a more cost-effective solution.
3. **Security:** With the rise in cyber threats, security has become a top priority for businesses. Hybrid cloud provides a secure environment by allowing businesses to keep sensitive data in a



private cloud environment, while still being able to leverage the benefits of public cloud services.

4. Scalability: Hybrid cloud allows businesses to scale their IT infrastructure based on their needs. Public cloud services can be used for sudden spikes in demand, while private cloud services can be used for steady-state workloads.

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Current trends in hybrid cloud market:

1. Multi-Cloud is becoming the new normal: Businesses are no longer relying on a single cloud provider, and are instead opting for a multi-cloud approach that allows them to leverage the best features of different cloud providers. This approach is gaining popularity due to its flexibility and cost-effectiveness.
2. Edge Computing: With the rise of the Internet of Things (IoT) devices, edge computing is becoming an essential part of hybrid cloud technology. By bringing computing resources closer to the edge of the network, businesses can reduce latency, improve performance, and minimize the amount of data that needs to be sent to the cloud.
3. Containerization: Containerization is gaining popularity in the hybrid cloud industry due to its ability to improve scalability and portability. Containerization enables applications to be deployed consistently across different cloud environments, allowing for more flexibility and agility.

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Opportunities for players in the hybrid cloud market:

1. Developing Innovative Hybrid Cloud Solutions: With the increasing adoption of hybrid cloud by businesses, there is a need for innovative hybrid cloud solutions that can provide more flexibility, scalability, and security. Companies that can develop new and innovative hybrid cloud solutions are likely to see increased demand from businesses.
2. Providing Managed Hybrid Cloud Services: Many businesses lack the expertise and resources to manage their hybrid cloud environments. Managed hybrid cloud service providers can help businesses by offering a range of services, including deployment, monitoring, and management of hybrid cloud environments.
3. Focusing on Industry-Specific Solutions: Different industries have unique requirements when it comes to hybrid cloud adoption. Hybrid cloud providers can capitalize on this by offering industry-specific solutions that address the unique needs of different industries.
4. Partnering with Cloud Providers: Hybrid cloud providers can partner with public cloud providers to offer hybrid cloud solutions that leverage the strengths of both public and private cloud environments. This partnership can help hybrid cloud providers expand their offerings and reach a wider audience.

Geographically, North America held almost half of the market's share in 2017, which may be due to the region's growing number of cloud-based service providers. Yet from 2018 to 2025, Asia-Pacific is anticipated to have the highest CAGR, at 25.3%.

The leading market players discussed in the report include Microsoft Corporation, Hewlett Packard Enterprise, VMware, Inc., Google LLC, Dell EMC, Amazon Web Services, Inc., Cisco Systems, Inc., IBM Corporation (International Business Machines), Rackspace Inc., and Verizon Enterprise.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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