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# Hyperscale Data Center Market to Generate a Revenue of US$ 146.9 Billion By 2031 | North America to Generate 45% Revenue

CHICAGO, UNITED STATES, July 17, 2023
/EINPresswire.com/ -- Global 𝗛𝘆𝗽𝗲𝗿𝘀𝗰𝗮𝗹𝗲 𝗗𝗮𝘁𝗮 𝗖𝗲𝗻𝘁𝗲𝗿 𝗠𝗮𝗿𝗸𝗲𝘁 revenue was 𝗨𝗦$ 𝟳𝟵𝟯.𝟭 𝗕𝗶𝗹𝗹𝗶𝗼𝗻 𝗶𝗻 𝟮𝟬𝟮𝟮 and is expected to reach 𝗨𝗦$ 𝟭𝟰𝟲.𝟵 𝗕𝗶𝗹𝗹𝗶𝗼𝗻 𝗯𝘆 𝟮𝟬𝟯𝟭, growing at a 𝗖𝗔𝗚𝗥 𝗼𝗳 𝟴.𝟬%
during the forecast period from 𝟮𝟬𝟮𝟯 𝘁𝗼 𝟮𝟬𝟯𝟭.

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https://www.astuteanalytica.com/request-sample/hyperscale-data-center-market

Hyperscale data centers have significantly increased their computing and storage capacity in recent years to meet the rising needs of high-end applications. As a result, data centers are becoming more complicated as organizations continue to rely heavily on vital applications. There is a critical need to upgrade the infrastructure in order to increase application speed, server density, and energy efficiency as the popularity of the web, e-commerce, social media, big data, computing, online game hosting, and Hadoop rises. Such market forces promote market expansion.

One of the key factors influencing the hyperscale data center market is the growing demand for data processing and storage capacity. As IoT devices, social media platforms, e-commerce, and big data analytics have become popular in recent years, so too has the amount of data produced by organizations and individuals. In order to store, handle, and manage this data, new and creative solutions are now required. There must be someplace to store and retrieve this enormous amount of data. According to Cisco Systems, the amount of monthly global IP data traffic rose from 96,054 petabytes in 2016 to 150,910 petabytes in 2018 and reached 278,108 petabytes in 2022.

Growth in the 4.0 industry and cloud reliance is anticipated to present lucrative prospects for the expansion of the hyperscale data center market. The increased use of technology and consumer preference for the cloud are driving up demand for cloud-based solutions. The user can access the data from a distance thanks to this technology. The demand for cloud-based solutions is due

to the businesses' growing awareness of how important it is to save money and resources by transferring their data to the cloud rather than developing and maintaining on-premise infrastructure.

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The IT infrastructure segment is likely to generate sales of US$ 90.88 billion by 2030. Due to the need for data processing and storage, a reliable and scalable infrastructure is required, which explains this dominance. The rise of applications that use a lot of data, cloud computing, and improvements in server technology all drive the demand for IT infrastructure. Its crucial contribution to fulfilling the growing demands of data-driven applications and digital transformation is fueling segment growth.

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The Crac & Crah Units segment holds a dominant position in the global hyperscale data center cooling systems market, generating significant revenue of US$ 1.18 billion in 2022. The segment will grow at a CAGR of 1.69% during the forecast period. Crac (Computer Room Air Conditioning) and Crah (Computer Room Air Handler) machines are essential in data centers by offering accurate temperature and humidity control. Effective cooling is essential for hyperscale data centers since they house a huge amount of computing hardware that produces a lot of heat. Growth in the segment is fueled by Crac & Crah units' exceptional heat management and provision of a secure operating environment for vital IT infrastructure.

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North America held a significant revenue share in the global market and is likely to generate 45% of revenue share during the forecast period. However, the United States, followed by Canada and Latin America, has the highest market share for the creation of hyperscale data centers.

About 45 facilities with a 15 MW power capacity are now being built in the US market, which is growing steadily throughout the predicted period. In order to build and run hyperscale facilities, colocation providers are actively focusing on locations for edge data center facilities. The existence of self-built data centers by key players like Facebook, Apple, and Microsoft, as well as the demand for wholesale spaces from media & entertainment companies and social media organizations drive the market growth in the region.

Europe will witness lucrative growth opportunities due to the explosion in electronic transactions, systems, and digital information during the global pandemic. This increases the demand for hyperscale data centers when combined with the quick expansion of new businesses and the continuously growing population.

The development of hyperscale data centers over the past several years, and the introduction of GDPR, which has sparked investments and the growth of regional cloud networks in Germany, have all contributed to the market growth of data centers in that country.

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The hyperscale data centers market is moderately fragmented, with both large multinational companies and small and medium-sized businesses present. Hyperscale data centers are also employed in various industries to give companies room to grow. Market participants are implementing tactics like alliances and acquisitions to improve their product offerings and obtain an enduring competitive advantage.

Astute Analytica asserts that the hyperscale data center sector has recently provided some of the most important benefits to data storage. Cisco Systems Inc. (US), IBM Corporation (US), Huawei Technologies Co. Ltd. (China), and others are major players in the hyperscale data center market.

Cisco Systems is a multinational technology business that offers a variety of networking and communication goods and services. San Jose, California, in the United States, serves as the company's headquarters. With operations in more than 100 countries and more than 75,000 workers, Cisco has a strong worldwide footprint. Cisco is a pioneer in networking technologies, offering products that make it possible for companies to connect and cooperate safely and effectively. Networking gear, such routers, switches, firewalls, and software and cloud-based services, like network management programs and cybersecurity solutions, are among the company's goods and services.

Global technology provider IBM Corporation offers hardware, software, and services solutions. The company provides a variety of services, including cybersecurity, big data analytics, cloud computing, and artificial intelligence. The server and storage systems offered by IBM are also made to meet the high requirements of hyperscale data centers. The corporation has operations in more than 100 countries and more than 350,000 workers, giving it a considerable footprint in the technology sector. The goals of IBM's solutions and services are to assist businesses in getting the most out of their IT investments and to make it possible for them to connect and interact safely and effectively.

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- SanDisk Corporation
- IBM Corporation
- Hewlett-Packard

- Cisco Systems
- Cavium Systems
- Mellanox Technologies
- Broadcom Ltd.
- Intel Corporation
- Quanta Computer Inc.
- Other Prominent Players

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- IT Infrastructure
- Electrical Infrastructure
- Mechanical Infrastructure
- General Construction

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- Crac & Crah Units
- Chiller Units
- Cooling Towers & Dry Coolers
- Economizers & Evaporative Coolers
- Others

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- Air-based cooling
- Liquid Based Cooling

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- Building Development
- Installation & Commissioning Services
- Building Design
- Physical Security
- DCIM

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- North America
- o  The U.S.
- o  Canada
- o  Mexico
- Europe
- Western Europe
- □  The UK
- □  Germany

- France
- Italy
- Spain
- Rest of Western Europe

  Eastern Europe
- Poland
- Russia
- Rest of Eastern Europe

  Asia Pacific
- China
- India
- Japan
- South Korea
- Australia & New Zealand
- ASEAN
- Rest of Asia Pacific

  Middle East & Africa
- UAE
- Saudi Arabia
- South Africa
- Rest of MEA

  South America
- Argentina
- Brazil
- Rest of South America

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Astute Analytica is a global analytics and advisory company that has built a solid reputation in a short period, thanks to the tangible outcomes we have delivered to our clients. We pride ourselves in generating unparalleled, in-depth, and uncannily accurate estimates and projections for our very demanding clients spread across different verticals. We have a long list of satisfied and repeat clients from a wide spectrum including technology, healthcare, chemicals, semiconductors, FMCG, and many more. These happy customers come to us from all across the globe.

They are able to make well-calibrated decisions and leverage highly lucrative opportunities while surmounting the fierce challenges all because we analyze for them the complex business environment, segment-wise existing and emerging possibilities, technology formations, growth estimates, and even the strategic choices available. In short, a complete package. All this is

possible because we have a highly qualified, competent, and experienced team of professionals comprising business analysts, economists, consultants, and technology experts. In our list of priorities, you-our patron-come at the top. You can be sure of the best cost-effective, value-added package from us, should you decide to engage with us.

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