

# Explosive Growth in Database, Storage & Backup Software Publishing Market

*The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033*

LONDON, GREATER LONDON, UK,  
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The database, storage & backup software publishing market has witnessed remarkable growth, surging from \$255.86 billion in 2023 to an

estimated \$284.77 billion in 2024, demonstrating an impressive Compound Annual Growth Rate (CAGR) of 11.3%. Projections for the upcoming years are equally robust, with the database, storage & backup software publishing market poised to reach \$456.85 billion by 2028, fueled by an anticipated CAGR of 12.5%.

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The database, storage & backup software publishing market size is expected to see rapid growth. It will grow to \$456.85 billion in 2028 at a compound annual growth rate (CAGR) of 12.5%.”

*The Business Research  
Company*

## Key Drivers Steering Market Expansion:

The escalating need for data storage emerges as a pivotal driver propelling the database, storage, and backup software publishing market forward. As organizations accumulate vast amounts of digital data, effective management becomes imperative. Database software plays a crucial role in organizing and structuring data for easy retrieval, while backup software ensures data integrity and availability. Notably, the Korean Data Center Council reported substantial growth, with colocation data center IT load reaching 430 MW by the end of 2020, reflecting the

rising demand for data storage solutions.

Explore the Global Database, Storage & Backup Software Publishing Market with a Detailed Sample Report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=1987&type=smp>

Major Players Shaping the Landscape:

The Business  
Research Company



Database, Storage & Backup Software Publishing  
Global Market Report 2024 – Market Size, Trends, And  
Forecast 2024-2033

Industry Titans: Key companies influencing the database, storage, and backup software publishing market landscape include Google LLC, Broadcom Inc., NetApp Inc., NEC Corporation, Microsoft Corporation, and others. These industry leaders contribute significantly to the evolving dynamics of the database, storage & backup software publishing sector.

Strategic Focus on Innovation: Companies in database, storage, and backup software publishing market are actively introducing self-developed cloud databases to gain a competitive edge. Huawei Technologies Co., for instance, launched GaussDB, an independently researched and developed cloud database. This innovation underscores the industry's commitment to providing efficient data management solutions.

Growing Demand for Public Cloud Platforms:

The evolution of cloud computing has led to a surge in demand for public cloud platforms. Offering a pay-as-you-go model, public cloud platforms minimize costs for organizations, eliminating the need for substantial investments in in-house IT infrastructure. This trend reflects the industry's response to the dynamic nature of modern business requirements.

Innovation in Cloud Database Solutions:

To gain a competitive edge, major players in the database, storage, and backup software publishing market are introducing self-developed cloud databases. Huawei Technologies Co.'s GaussDB is an exemplary case, highlighting the importance of effective data administration and utilization. This trend emphasizes the role of cloud databases in providing enhanced value and streamlined data management processes.

Regional Dominance and Market Segmentation:

- Asia-Pacific Leadership: In 2023, Asia-Pacific emerged as the largest region in the database, storage & backup software publishing market, showcasing its leadership in technological advancements and adoption.
- Strong Presence in North America: North America secured the position of the second-largest region, reflecting the robust growth and technological prowess of the market.

Comprehensive Market Segmentation:

- Types: Database Software, Middleware Software, Storage And Backup Software.
- Deployment Models: On-Demand/Cloud, On-Premise.
- End-User Industries: The market caters to diverse sectors such as BFSI, Media And Entertainment, IT and Telecommunications, Energy And Utilities, Government And Public Sector, Retail And Consumer Goods, Manufacturing, among others

Access the Complete Report for In-Depth Analysis:

<https://www.thebusinessresearchcompany.com/report/database-storage-backup-software-publishing-global-market-report>

[Database, Storage & Backup Software Publishing Global Market Report 2024](#) from TBRC covers

the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Database, Storage & Backup Software Publishing Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on database, storage & backup software publishing market size, database, storage & backup software publishing market drivers and trends, database, storage & backup software publishing market major players, database, storage, and backup software publishing market competitors' revenues, database, storage, and backup software publishing market positioning, and database, storage, and backup software publishing market growth across geographies. The database, storage & backup software publishing market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708  
Asia: +91 8897263534  
Americas: +1 315 623 0293  
Email: [info@tbrc.info](mailto:info@tbrc.info)

Check out our:

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Oliver Guirdham  
The Business Research Company  
+44 20 7193 0708  
[info@tbrc.info](mailto:info@tbrc.info)

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