

# Storage Management Software Market to Reach \$25,853.66 Million by 2034 Globally, at 9.9% CAGR: Allied Market Research

*The global storage management software market is experiencing rapid growth due to rise in data volumes and increase in use of cloud storage solutions.*

WILMINGTON, DE, UNITED STATES, June 17, 2025 /EINPresswire.com/ -- Allied Market Research published a report titled, "[Storage Management Software Market](#) - Global Opportunity Analysis and Industry Forecast, 2024-2034," valued at \$9,850.15 million in 2024. The market is expected to grow at a CAGR of 9.9% from 2025 to 2034, reaching \$25,835.66 million by 2034. Key factors fueling the growth include rise in data volumes, demand for cloud storage solutions, and the widespread adoption of virtualization and software-defined storage (SDS) to enhance scalability, flexibility, and efficiency in storage management.



## Report Overview:

Rise in data volumes and increase in the demand for cloud storage solutions drives the demand for advanced storage management technologies, prompting organizations to invest in scalable and intelligent storage infrastructure. In addition, the widespread adoption of virtualization and software-defined storage (SDS) in streamlining storage operations and reducing costs are positively influencing the market growth.

However, the rise in threat of cyber attacks and skilled workforce shortage pose significant restraints. Conversely, the integration of AI and ML in storage optimization in the storage management software landscape presents significant opportunities for market players.

## Key Segmentation Overview:

The storage management software market is segmented based on deployment mode, enterprise size, application, and region.

- By Deployment Mode: Cloud and On-premise
- By Enterprise Size: Large Enterprise and SMEs
- By Application: Data Protection and Recovery, Device Management, Storage Virtualization, and Others.
- By Region:
  - North America (U.S., and Canada)
  - Europe (Germany, UK, France, Italy, Spain, Rest of Europe)
  - Asia-Pacific (China, Japan, India, South Korea, Australia, Rest of Asia-Pacific)
  - LAMEA (Brazil, South Africa, UAE, Saudi Arabia, Rest of LAMEA)

## Market Highlights:

- By Deployment Mode, the cloud segment dominated the market in 2024 and is expected to continue leading due to increasing data volumes generated by businesses necessitating scalable storage solutions, adoption of hybrid and multi-cloud solutions to enhance flexibility and ensure business continuity, and use of edge storage solutions to reduce latency and enable real-time data processing.
- By Enterprise Size, the large enterprise segment witnessed significant growth due to increasing use of hybrid cloud models and the adoption of software-defined storage (SDS) solutions.
- By Application, the device management segment is expected to register the highest growth, due to increase in adoption of AI technologies to improve storage performance, detect anomalies, and enhance security.

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## Factors Affecting Market Growth & Opportunities:

The increasing volume of data generated across industries, driven by the need for advanced storage management solutions has propelled the growth of the storage management software market. Factors such as surge in the of cloud storage solutions, rise in demand for scalable and cost-efficient data management systems, and the integration of AI and ML to optimize storage performance and automate data handling processes in the storage management software landscape are driving the market growth.

- Intelligent Disaster Recovery: The integration of advanced technologies such as artificial intelligence (AI), machine learning (ML), and automation into disaster recovery solutions

enhances data protection, minimize downtime, and ensure business continuity.

- **Innovations in Smart Storage:** The self-storage industry is rapidly advancing, driven by technologies such as cloud-based platforms, mobile-first interfaces, AI-powered automation, IoT integration, and contactless services, boosting efficiency, customer experience, and scalable, real-time management.

However, challenges such as threat of cyber attacks and shortage of skilled workforce remain concerns for industry players. Organizations are strengthening cybersecurity by adopting advanced technologies, enhancing employee training, and partnering with educational institutions to develop a strong pool of skilled professionals, driving innovation and ensuring long-term resilience.

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### Regulatory Landscape & Compliance:

The storage management software industry is subjected to stringent regulations that vary by region. Key regulations such California Consumer Privacy Act (CCPA) in the U.S. and Lei Geral de Proteção de Dados (LGPD) in Brazil play a crucial role in ensuring data privacy and security. Compliance with these laws is essential not only to avoid legal penalties but also to build customer trust, ensure data integrity, and maintain a competitive edge in the global market. Recent government policies emphasizing stricter data governance, transparency, and breach accountability, drives companies to enhance compliance measures and invest in secure, auditable storage solutions.

### Technological Innovations & Future Trends:

- Advanced compression and deduplication provide storage efficiency by reducing data size and eliminating duplicates, saving space and speeding up recovery.
- Storage as a Service (STaaS) offers cloud-based storage on a pay-as-you-go model, providing businesses with greater flexibility, scalability, and cost-efficiency compared to traditional on-premises solutions.
- Data virtualization and software-defined storage (SDS) simplify storage by pooling resources and separating storage from hardware. This boosts flexibility, scalability, and real-time resource optimization for more efficient management.

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### Regional Insights

North America dominated the storage management software market, driven by the rapid growth of cloud services and edge computing, driving the need for advanced data storage solutions. In

addition, industries such as healthcare, finance, and government, which are governed by stringent data privacy laws, are increasingly adopting storage solutions that provide robust compliance features and secure data management capabilities. Furthermore, there is a growing trend toward the adoption of hybrid and multi-cloud architectures to enhance flexibility and scalability. The U.S. leads the market in this region, due to the increasing demand for data storage solutions, advancements in cloud computing, and the need for compliance with stringent data protection regulations. For instance, in April 2025, 6Storage launched 6Storage 3.0, a next-generation self-storage management software designed to meet the evolving needs of operators of all sizes <sup>1</sup>. Developed in collaboration with tech investment firm Apoorva, the platform was rebuilt from the ground up to offer modern architecture, scalability, and flexibility. The platform emphasizes adaptability, allowing seamless integration of new features and third-party tools. 6Storage aims to position itself as the most operator-focused and scalable solution in the self-storage industry.

LAMEA is expected to grow at a significant rate during the forecast period, due to the high adoption and growth of the storage management software, driven by digitalization, e-commerce, and IoT, necessitating advanced storage management solutions. In addition, the government's stringent data protection regulations are compelling organizations to adopt secure and compliant storage management practices. Brazil leads the region this market, driven by strong domestic demand, technological advancements, and a growing digital infrastructure. For instance, in April 2024, Xinnor partnered with Versatus to enhance storage performance for Brazil's growing high-performance computing (HPC) and AI sectors. This collaboration combines Xinnor's high-performance software RAID engine, xiRAID, with Versatus HPC's deep expertise in deploying and supporting HPC infrastructure. This partnership reflects a broader trend in the storage management software market, where software-defined, high-performance solutions are increasingly critical for data-intensive applications in AI and scientific research.

#### Key Players:

Major players in the storage management software market include Zoho Corporation Pvt. Ltd., SolarWinds Worldwide, LLC, Microsoft Corporation, Hitachi Vantara LLC., Tiger Technology AD, Broadcom, Inc., NetApp, IBM Corporation, Amazon Web Services, Inc., Arcserve, LLC, Cohesity, Inc., Pure Storage, Inc., Alphabet, Dell Technologies, and Veritas Technologies LLC. These companies are focusing on expanding their service offerings, strategic partnerships, and enhancing data protection and disaster recovery measures in the storage management software industry.

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#### Key Strategies Adopted by Competitors

- In March 2025, Zoho Corporation launched Projects Plus, a unified, data-driven, and AI-rich project management platform designed to empower mid-sized and enterprise organizations. This new platform integrates four key Zoho applications, Projects, WorkDrive, Analytics, and Sprints to provide seamless file management, real-time business intelligence, and support for both Agile and Waterfall workflows. Projects Plus aims to address the evolving needs of enterprise customers by offering advanced features such as AI-driven analytics, predictive insights, and robust security measures.
- In June 2024, Hitachi Vantara partnered with AMD to develop high-performance hybrid cloud and database solutions. These new solutions leverage AMD's 4th Gen EPYC processors to enhance performance, efficiency, and scalability. The collaboration aims to provide businesses with advanced converged and hyperconverged infrastructure, including the Hitachi Unified Compute Platform (UCP), to optimize data center operations and support demanding workloads.

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