

# Data Center Market to Reach \$517.17 Billion by 2030 Fueled by AI, Cloud, and IoT Demand

*Global Data Center Market projected to more than double by 2035 as cloud, AI, and edge-computing drive explosive demand.*

WILMINGTON, DE, UNITED STATES, December 4, 2025 /EINPresswire.com/ -- According to a new report [Data Center Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Component (Solution and Services), Type (Colocation, Hyperscale, Edge, and Others), Enterprise Size (Large Enterprises and Small & Medium Enterprises (SMEs)), and End User (BFSI, IT & Telecom, Government, Energy & Utilities, and Others): Global Opportunity Analysis and Industry Forecast, 2021-2030, The global data center market Size was valued at USD 187.35 billion in 2020, and is projected to reach USD 517.17 billion by 2030, registering a CAGR of 10.5% from 2021 to 2030.

The esports market has transformed from a niche competitive gaming activity into a global mainstream entertainment industry, attracting millions of viewers and significant investments. Advancements in high-speed internet, mobile gaming penetration, and streaming platforms such as Twitch and YouTube Gaming have accelerated this growth. Professional esports tournaments now command viewership levels comparable to traditional sports, supported by large prize pools and major sponsorships.

In recent years, increasing recognition of esports as a legitimate sport by various governments, educational institutions, and sports organizations has further boosted market opportunities. The integration of esports into academic programs and the rise of dedicated esports arenas have strengthened its ecosystem. As technology continues to evolve, esports is increasingly becoming a central pillar of digital entertainment and competitive gaming culture worldwide.

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Source: Allied Market Research

The data center market is being shaped by multiple converging trends:

- **Cloud Computing & AI/ML Workloads:** The surge in cloud computing adoption and the rise of AI/ML workloads are major growth drivers. Enterprises shifting to cloud-first or hybrid strategies push demand for scalable, robust data-center infrastructure.

- **Exponential Data Growth & Demand Surge:** With IoT, streaming, e-commerce, digital payments and online services proliferating, data volumes are skyrocketing — driving up demand for storage, bandwidth and computing power around the world.
- **Large Data Centers & Colocation Domination:** Large data centers and colocation facilities are dominating capacity growth. In 2024, large-format facilities accounted for a major share, and colocation captured nearly half the revenue share.
- **Global Market Expansion:** While traditional markets in North America and Europe remain strong, capacity growth is accelerating in secondary markets and emerging geographies — especially in Asia-Pacific — driven by regulatory demands (e.g. data residency), lower costs, and rising digital adoption.
- **Energy Efficiency & Sustainability Focus:** As data centers consume large power and generate heat, there is growing emphasis on energy-efficient designs, cooling technologies, renewable energy sourcing, and resource optimization — vital for long-term viability and reducing carbon footprint.

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#### Market Segmentation

The data-center market is broadly segmented by infrastructure type (hardware, software, services), facility type (hyperscale self-built, colocation), size/tier (large vs medium; Tier-3, Tier-4) and end-user industry (IT & telecom, BFSI, enterprises, etc.).

In 2024, hardware continued to be the leading revenue-generating segment, while software-led services emerged as the fastest-growing category, driven by rising demand for management platforms, cloud-native solutions, and value-added services.

#### Regional Outlook

Region-wise, North America accounts for a significant share of the global data center market, driven by the presence of major vendors and the availability of advanced technological infrastructure. Moreover, the increasing adoption of cloud computing solutions across the IT & telecommunications and BFSI sectors is expected to accelerate the growth of the virtualization security market in the region.

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#### Key Market Players

The key players operating in the data center market analysis include Alphabet Inc., Amazon.com Inc., Digital Realty, Equinix Inc., Hewlett Packard Enterprise, IBM Corporation, Microsoft, NTT Communication Corporation, Oracle, and SAP SE. These players have adopted various strategies to increase their market penetration and strengthen their position in the [data center industry](#)

The report focuses on growth prospects, restraints, and trends of the data center market analysis. The study provides Porter's five forces analysis to understand the impact of various factors, such as the bargaining power of suppliers, competitive intensity of competitors, threat of new entrants, the threat of substitutes, and bargaining power of buyers, on the data center market.

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- By component, the solution segment led the highest data center market share, in terms of revenue in 2020.
- On the basis of enterprise size, the small & medium enterprises (SMEs) segment is expected to exhibit the fastest data center market growth rate during the forecast period.
- Region wise, North America generated the highest revenue in 2020.

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