



Global Data Center Rack Market Poised for Robust Growth Through 2030, Driven by Cloud, AI, and Hyperscale Expansion

According to a MarketsandMarkets research study titled “*Data Center Rack Market by Rack Type, Type, Rack Height, Rack Width, Data Center Type – Global Forecast to 2030*” the global data center rack market is projected to expand from USD 5.17 billion in 2025 to USD 9.42 billion by 2030, registering a CAGR of 12.7% over the forecast period. This growth reflects the accelerating demand for scalable, high-density infrastructure to support modern digital workloads.

Remote access capabilities within data center racks are becoming a critical enabler of operational efficiency, allowing IT teams to securely monitor, manage, and troubleshoot infrastructure from any location. This capability is particularly valuable for organizations operating across multiple geographies or managing distributed edge environments, where on-site access may be constrained or cost-intensive.

Market Dynamics

Key Growth Drivers

The market is being propelled by the exponential increase in data generation and storage requirements driven by cloud computing, artificial intelligence, and IoT deployments. The rapid adoption of modular and edge data centers, expansion of data center facilities worldwide, and rising server and storage density are further reinforcing demand for advanced rack solutions.

Restraints

Despite strong growth prospects, the market faces challenges such as space and power constraints in legacy data centers, along with the high upfront investment required for deploying advanced rack infrastructure.

Opportunities

Significant opportunities are emerging from innovations in thermal management and

smart rack technologies, the growing adoption of AI and ML workloads requiring optimized infrastructure, and the continued surge in hyperscale data center deployments.

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Smart rack solutions are increasingly integrated with DCIM platforms to provide real-time visibility into power usage, temperature, and equipment health. These capabilities enable proactive decision-making, reduce the risk of downtime, and are particularly critical for financial services, telecom, and cloud service providers where uptime and performance are mission-critical. Secure remote access is enabled through encrypted communications, audit trails, and multi-factor authentication, ensuring compliance with stringent regulatory standards. As hybrid and edge computing models gain momentum, demand for intelligent and remotely accessible rack solutions continues to rise.

Services Outlook

Based on services, the support and maintenance segment is expected to record the highest CAGR during the forecast period. As data center environments grow more complex, organizations are prioritizing operational resilience and high availability. Expanding cloud, edge, and AI capabilities has intensified the need for continuous technical support to minimize downtime and sustain optimal rack performance. Support and maintenance services—ranging from preventive maintenance and diagnostics to software updates and real-time issue resolution—are essential for maximizing equipment lifespan and ensuring uninterrupted operations.

The increasing prevalence of remote and hybrid work models has further elevated reliance on robust IT infrastructure, prompting greater investment in proactive support solutions. Many data center operators and managed service providers are outsourcing maintenance to specialized vendors to streamline operations, reduce internal costs, and enhance service quality. This trend, combined with growing adoption of modular and high-density racks, positions support and maintenance as a key growth area within the data center rack ecosystem.

Rack Type Analysis

By rack type, the enclosed segment is expected to command the largest market share throughout the forecast period. Enclosed racks offer enhanced physical security, superior airflow management, and improved cooling efficiency, making them well-suited for high-value IT equipment. Cabinet-style enclosed racks protect infrastructure from unauthorized access and environmental contaminants such as dust and debris.

The rising demand for scalable, modular, and energy-efficient infrastructure in hyperscale and colocation facilities is accelerating adoption of enclosed racks. As enterprises increasingly depend on cloud services and edge computing, the need for organized, secure, and reliable server environments becomes paramount. Additionally, heightened data protection and compliance requirements in sectors such as BFSI and healthcare are reinforcing the preference for enclosed rack solutions.

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Competitive Landscape

Key players operating in the data center rack market include Schneider Electric (France), HPE (US), Rittal (Germany), Eaton (Ireland), Vertiv (US), IBM (US), Cisco (US), Fujitsu (Japan), and Dell (US).

Regional Insights

Asia Pacific is anticipated to register the highest CAGR in the data center rack market during the forecast period. This growth is underpinned by rapid digital transformation, widespread cloud adoption, and surging data consumption across emerging economies. Countries such as China, India, Indonesia, and Australia are witnessing increased investments in hyperscale and edge data center infrastructure, driven by expanding financial services, healthcare, and e-commerce sectors.

Government-led initiatives, including Digital India and China's New Infrastructure Plan, are accelerating infrastructure development, while data localization regulations are driving the establishment of additional domestic data centers. Strategic projects, such as the integration of Australia's D1 facility in Darwin with subsea cable networks, are significantly improving regional connectivity. Together with the rollout of 5G, growth in AI-driven workloads, and IoT-enabled smart city initiatives, these factors are driving demand for energy-efficient, large-scale rack systems, positioning Asia Pacific as a key growth engine in the global data center rack market.

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