

Ubuntu – Market Statistics

As mentioned in the page on Ubuntu’s history, Ubuntu experienced explosive growth in the early years of it’s introduction to the market. This is made evident in the following video, which tracks the popularity of Linux distributions over time using data from DistroWatch.com (Diguez-Castro 2016) :

Popularity of Linux distributions tracked over time. Original source : Data Broz, Youtube. Available at : <https://www.youtube.com/watch?v=yMCylaT4V4>

As we can see, Ubuntu quickly established a dominating lead over it’s competitors in the Linux space and maintained that lead for many years, with it’s popularity in more recent years being challenged by the likes of Linux Mint (itself built on Ubuntu) and Manjaro. Even with the more recent downturn, prior to 2016, Ubuntu never dropped below the 5th highest ranking, and to this day Ubuntu is still yet to drop out of the top ten (DistroWatch 2023).

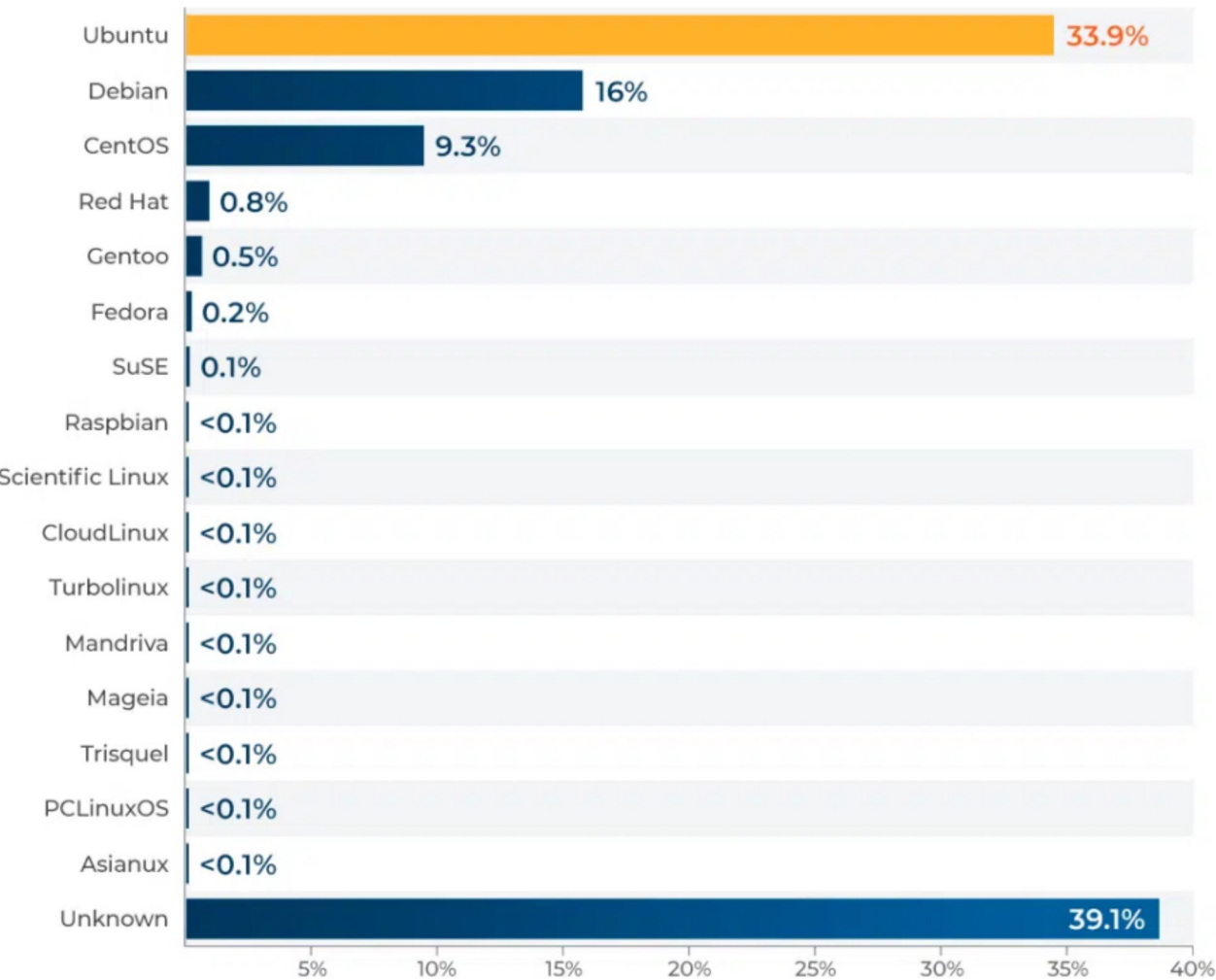
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Top Linux Subcategories by Market Share

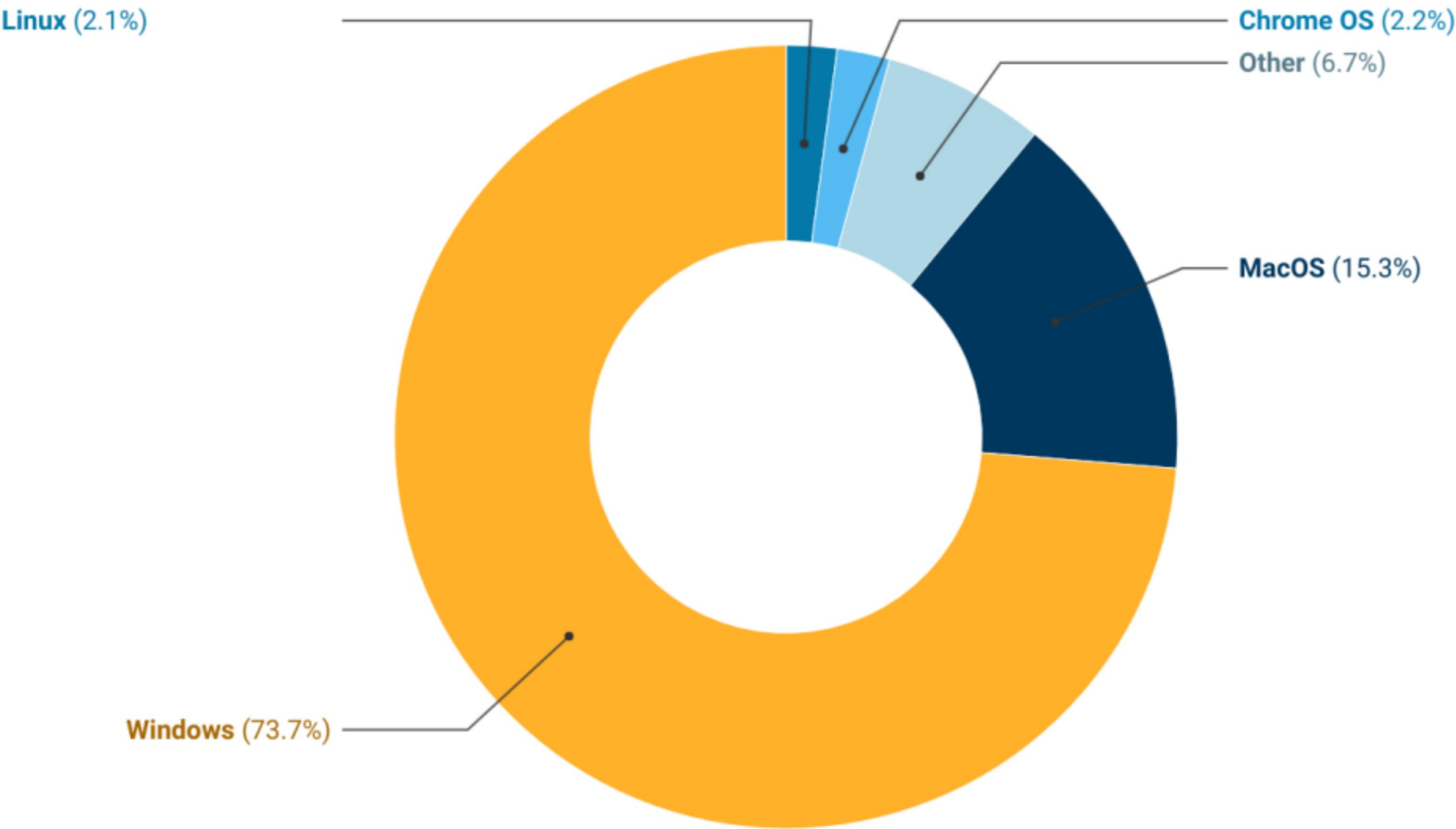


Market share of different Linux Distributions, Original Source : W3Techs, Available at : <https://www.enterpriseappstoday.com/stats/linux-statistics.html>



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Leading Desktop Operating System Worldwide by Market Share



Source: Enterprise Apps Today

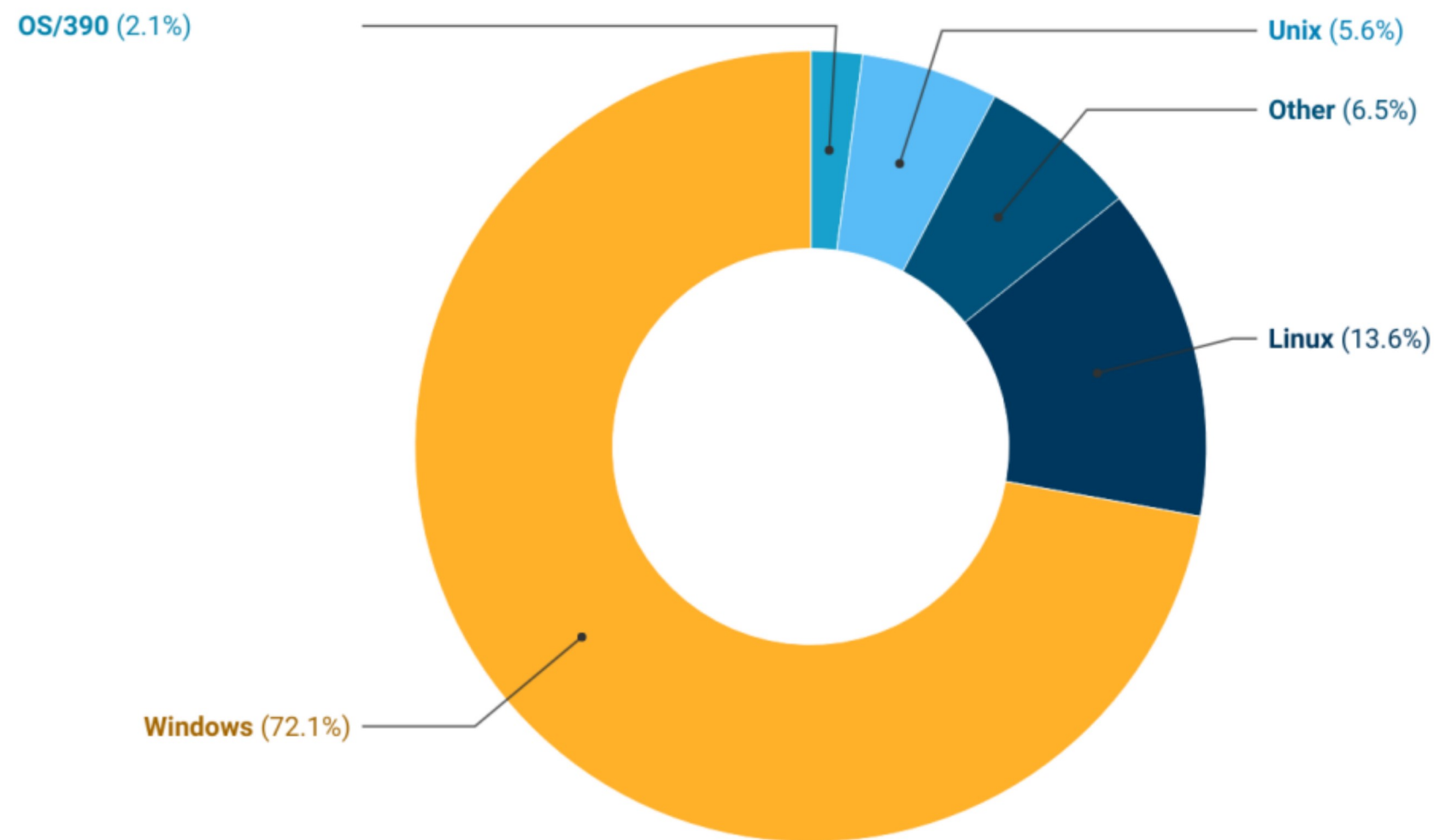
Market share of operating systems for desktop use, original source: Enterprise Apps Today, available at : <https://www.enterpriseappstoday.com/stats/linux-statistics.html>

A major contributing factor of this maintained success is Ubuntu’s broad adoption across the server market. Perhaps unsurprisingly, the prospect of a secure, highly customisable platform being available for free, and with paid support in tiers to match enterprise budgets being available is something that the IT industry responded to strongly. Evidently, more strongly than in the home PC market, where Linux as a whole still lags behind MacOS, and is obscured almost entirely by the monolithic Windows (Wikipedia, 2022).



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Server Market Share Worldwide by Operating System



Source: Enterprise Apps Today

Market share of operating systems for server use, original source: Enterprise Apps Today, available at : <https://www.enterpriseappstoday.com/stats/linux-statistics.html>

Having a company like Canonical supporting your project, unpopular as it may be among some enthusiasts, does come with the benefit of increased leverage, and this is indicated by the large collection of companies Canonical is partnered with, which in turn shines light on their product line, Ubuntu included. Well known and influential industry partners of Canonical include (Ubuntu 2023):

AMD

Amazon Web Services

Arm

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Cisco

Dell Technologies

Intel

Nvidia

Oracle

Ubuntu products are also to be found in the sectors of:

Robotics

Telecommunications

Finance

Government

Automotive

(Ubuntu 2023)

Two relationships in particular speak to the readiness of industry-leading groups to adopt Ubuntu specifically as their Linux integration of choice, and they are:

Microsoft’s inclusion of Ubuntu as standard with their Windows Subsystem for Linux program (Ubuntu 2023).

Amazon Web Services choice of Ubuntu for use in a wide variety of their platforms, including Elastic Compute 2, the platform on which this website is hosted (Kim, 2022).

