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**Key Questions
Answered**

- ☒ Global Market Outlook
- ☒ In-depth analysis of global and regional trends
- ☒ Analyze and identify the major players in the market, their market share, key developments, etc.
- ☒ To understand the capability of the major players based on products offered, financials, and strategies.
- ☒ Identify disrupting products, companies, and trends.
- ☒ To identify opportunities

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/ Data Backup Recovery Market



Data Backup And Recovery Market Research Report: By Deployment Model (Cloud-based, On-premise), By Backup Type (Full backup, Incremental backup, Differential backup), By Application (Virtualization, Databases, Email systems, Enterprise applications), By End User (Banking and financial services, Healthcare, Retail, Manufacturing), By Storage Media (Hard disk drives, Solid state drives, Tape storage) and By Regional (North America, Europe, South America, Asia Pacific, Middle East and Africa) - Forecast to 2034.

ID: MRFR/ICT/27367-HCR | 100 Pages | Author: [Rahul Gotadki](#) | January 2025

Summary

Segmentation

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Data Backup And Recovery Market Overview

Data Backup And Recovery Market is projected to grow from USD 30.73 Billion in 2025 to USD 79.97 Billion by 2034, exhibiting a compound annual growth rate (CAGR) of 11.21% during the forecast period (2025 - 2034). Additionally, the market size for Data Backup And Recovery Market was valued at USD 27.63 billion in 2024.

Key Data Backup And Recovery Market Trends

The primary driver fueling the growth of the data backup and recovery market is the exponential increase in data creation and storage. The proliferation of [cloud computing](#), IoT devices, and remote work models has heightened the demand for robust data protection solutions. Additionally, increasing ransomware attacks and regulatory compliance requirements are compelling organizations to safeguard their critical data.

Opportunities to be Explored/Captured : The rising popularity of cloud-based backup and recovery services presents a significant growth opportunity. Cloud solutions offer scalability, cost-efficiency, and enhanced accessibility. Moreover, the advent of AI and machine learning technologies is transforming the market by automating data recovery processes and improving efficiency.

Recent Trends: Recent trends in the data backup and recovery market include the adoption of hybrid backup solutions that combine on-premises and cloud-based infrastructure. Additionally, the focus on data protection as a service (DPaaS) is gaining traction as organizations seek cost-effective and flexible solutions. Furthermore, the increasing demand for backup and recovery solutions tailored to specific industries, such as healthcare and finance, is creating niche market opportunities.

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in the market.

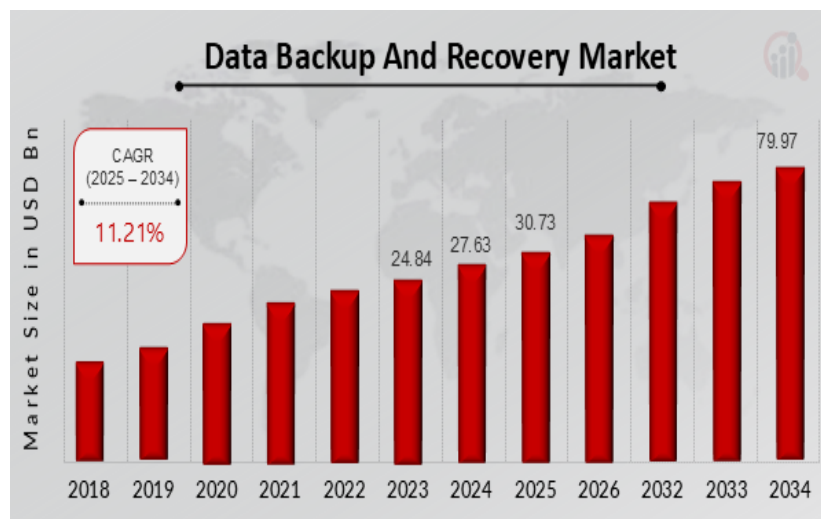
- ☒ Analyze the key challenges in the market.
- ☒ Analyze the regional penetration of players, products, and services in the market.
- ☒ Comparison of major players financial performance.
- ☒ Evaluate strategies adopted by major players.
- ☒ Recommendations

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Figure 1 Data Backup And Recovery Market Overview (2025-2034)



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Source: Primary Research, Secondary Research, MRFR Database and Analyst Review

Data Backup And Recovery Market Drivers

Increasing Adoption of Cloud-Based Data Storage and Computing

The increasing adoption of cloud-based data storage and computing services is a major driver of growth in the Data Backup And Recovery Market Industry. Businesses of all sizes are moving their data and applications to the cloud to take advantage of the scalability, flexibility, and cost savings that cloud computing offers.

This shift to the cloud is creating a greater need for data backup and recovery solutions that can protect data in the cloud and on-premises. Cloud-based data backup and recovery solutions offer a number of advantages over traditional on-premises solutions. Cloud-based solutions are more scalable, as they can be easily scaled up or down to meet the changing needs of a business. They are also more flexible, as they can be used to protect data in a variety of different environments, including physical servers, virtual machines, and cloud-based applications.

Finally, cloud-based solutions are often more cost-effective than on-premises solutions, as businesses only pay for the storage and backup services that they use. The increasing adoption of cloud-based data storage and computing is expected to continue to drive growth in the Data Backup And Recovery Market Industry in the coming years. As more businesses move their data and applications to the cloud, they will need to invest in data backup and recovery solutions that can protect their data in the cloud.

Growing Volume of Data

The growing volume of data is another major driver of growth in the Data Backup And Recovery Market Industry. The amount of data



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that businesses generate is growing exponentially, driven by the increasing use of digital technologies such as social media, mobile devices, and the [Internet of Things \(IoT\)](#). This growth in data volume is putting a strain on traditional data backup and recovery solutions, which are often not able to keep up with the pace of data growth.

New data backup and recovery solutions are needed that can handle the growing volume of data and provide fast and reliable recovery times. These solutions need to be able to scale to meet the needs of large businesses and organizations, and they need to be able to protect data in a variety of different environments. The growing volume of data is expected to continue to drive growth in the Data Backup And Recovery Market Industry in the coming years. As businesses generate more and more data, they will need to invest in data backup and recovery solutions that can protect their data and ensure that it is available when they need it.

Increasing Risk of Cyberattacks

The increasing risk of cyberattacks is also driving growth in the Data Backup And Recovery Market Industry. Cyberattacks are becoming more frequent and sophisticated, and they can have a devastating impact on businesses. Cyberattacks can lead to data loss, disruption of operations, and financial losses. Businesses need to have a comprehensive data backup and recovery plan in place to protect themselves from the risk of cyberattacks.

This plan should include regular backups of all important data, as well as a disaster recovery plan that can be implemented in the event of a cyberattack. The increasing risk of cyberattacks is expected to continue to drive growth in the Data Backup And Recovery Market Industry in the coming years. As businesses become more aware of the risks of cyberattacks, they will invest in data backup and recovery solutions to protect their data and ensure that it is available when they need it.

Data Backup And Recovery Market Segment Insights

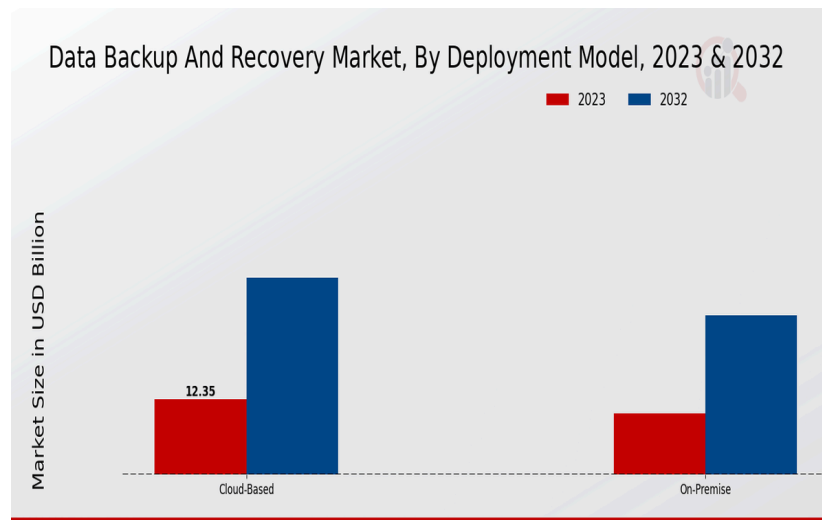
Data Backup And Recovery Market Deployment Model Insights

The deployment model segment of the Data Backup And Recovery Market is bifurcated into cloud-based and on-premise. The cloud-based model is anticipated to gain significant traction in the upcoming years owing to its cost-effectiveness, scalability, and flexibility. It eliminates the need for businesses to invest in hardware, software, and IT infrastructure, reducing capital expenditure and ongoing maintenance costs. Moreover, cloud-based solutions provide remote accessibility and real-time data backup, enabling businesses to recover data from anywhere, anytime. The on-premise deployment model, on the other hand, offers greater control and security over data, making it suitable for

businesses with stringent compliance requirements or sensitive data.

However, the on-premise model requires significant upfront investment and ongoing maintenance, which can be a deterrent for some organizations. In 2023, the Data Backup And Recovery Market for the cloud-based deployment model was valued at USD 12.35 billion and is projected to reach USD 32.17 billion by 2032, exhibiting a CAGR of 12.21%. The market is expected to witness continued expansion in the coming years, fueled by the rising need for data protection and recovery solutions across various industries.

Figure 2 Data Backup And Recovery Market By deployment model (2023-2032)



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Source: Primary Research, Secondary Research, MRFR Database and Analyst Review

Data Backup And Recovery Market Backup Type Insights

The Data Backup And Recovery Market is segmented by Backup Type into Full backup, Incremental backup, and Differential backup. Full backup is the most comprehensive type of backup, as it creates a copy of all data on a storage device. This type of backup is typically performed on a regular basis, such as weekly or monthly. Incremental backup, on the other hand, only backs up data that has changed since the last full backup.

This type of backup is less comprehensive than a full backup, but it is also faster and requires less storage space. Differential backup is a compromise between full and incremental backup. It backs up all data that has changed since the last full backup, but it does not back up data that has already been backed up by an incremental backup. In 2023, the Data Backup And Recovery Market revenue for Full backup was estimated at 10.23 Billion (USD).

The revenue for Incremental backup was 5.33 Billion (USD) and for Differential backup was 2.11 Billion (USD). The market for Full

backup is expected to grow at a CAGR of 10.58% during the forecast period, reaching 21.12 Billion (USD) by 2032. The market for Incremental backup is expected to grow at a CAGR of 11.12% during the forecast period, reaching 11.61 Billion (USD) by 2032.

The market for Differential backup is expected to grow at a CAGR of 10.89% during the forecast period, reaching 4.54 Billion (USD) by 2032. The growth of the Data Backup And Recovery Market is being driven by a number of factors, including the increasing volume of data being generated, the increasing number of cyber threats, and the growing adoption of cloud computing. The market is also being driven by the increasing demand for data protection and recovery solutions that are affordable, reliable, and easy to use.

Data Backup And Recovery Market Application Insights

The Data Backup And Recovery Market is segmented by Application into Virtualization, Databases, Email systems, and Enterprise applications. The Virtualization segment held the largest market share of 35.0% in 2023 and is expected to maintain its dominance over the forecast period. The growth of the Virtualization segment can be attributed to the increasing adoption of virtualization technologies by enterprises to improve server utilization and reduce costs.

The Databases segment is expected to grow at the highest CAGR of 12.5% over the forecast period. The growth of the Databases segment can be attributed to the increasing volume of data being generated and stored by enterprises. The Email systems segment is expected to grow at a CAGR of 11.8% over the forecast period. The growth of the Email systems segment can be attributed to the increasing reliance on email communication by enterprises. The Enterprise applications segment is expected to grow at a CAGR of 11.2% over the forecast period. The growth of the Enterprise applications segment can be attributed to the increasing adoption of enterprise applications by enterprises to improve their business processes.

Data Backup And Recovery Market End User Insights

The Data Backup And Recovery Market segmentation by end user includes Banking and financial services, Healthcare, Retail, and Manufacturing. The banking and financial services segment is expected to have the largest market share in 2023, due to the increasing need for data protection and compliance with regulations.

Healthcare is expected to be the fastest growing segment during the forecast period, due to the increasing adoption of electronic health records and the need for data privacy and security. Retail and Manufacturing are also expected to witness significant growth, due to the increasing adoption of cloud-based services and the

need for data backup and recovery in case of disasters or data breaches.

Data Backup And Recovery Market Storage Media Insights

Storage Media Storage Media segment plays an instrumental role within the Data Backup And Recovery Market. It encompasses key technologies such as Hard disk drives (HDDs), Solid state drives (SSDs), and Tape storage. HDDs have historically dominated the market with their cost-effectiveness. However, the increasing preference for faster data access and higher storage capacities is driving the adoption of SSDs. SSDs provide significantly faster data transfer speeds compared to HDDs, making them ideal for applications requiring real-time data processing and analytics.

Tape storage, while less prevalent than HDDs and SSDs, remains a viable option for long-term, **archival** storage due to its low cost and high data density. The Data Backup And Recovery Market revenue generated by HDDs is expected to surpass USD 12 billion by 2030. The HDD segment continues to cater to applications where cost and storage capacity are critical factors. SSDs are projected to witness robust growth, driven by their superior performance and increasing affordability.

The SSD segment is expected to garner a valuation of over USD 10 billion by 2030. Tape storage is anticipated to maintain a steady market share, particularly in industries such as healthcare and finance, where long-term data retention is essential. The selection of storage media in the Data Backup And Recovery Market hinges on factors such as cost, performance, capacity, and scalability. HDDs remain the preferred choice for budget-conscious applications and bulk data storage. SSDs are gaining traction in performance-intensive applications, such as cloud computing, virtualization, and analytics. Tape storage continues to find its niche in long-term **archival** scenarios.

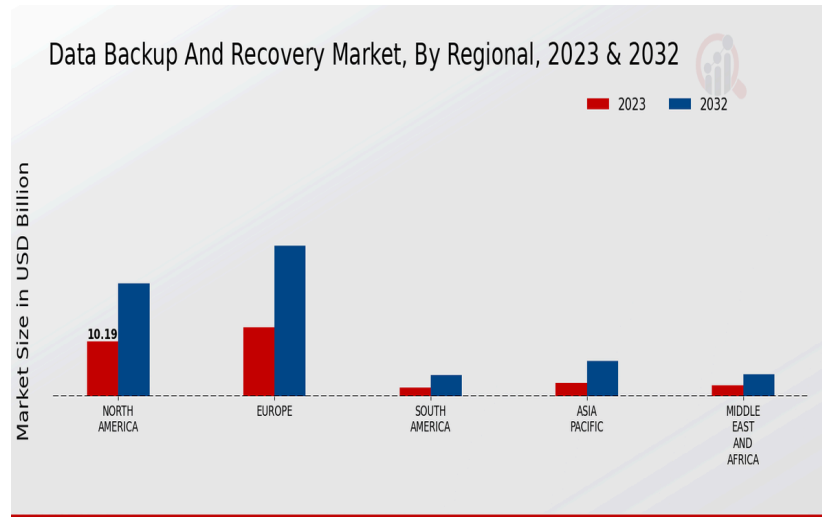
Data Backup And Recovery Market Regional Insights

The Data Backup And Recovery Market is expected to reach USD 29.2 billion by 2024, exhibiting a CAGR of 11.2% during the forecast period. Regionally, North America is expected to hold the largest market share, followed by Europe, APAC, South America, and MEA. The growth in North America can be attributed to the increasing adoption of cloud-based backup and recovery solutions and the presence of major vendors such as IBM, Dell EMC, and Veritas Technologies.

Europe is also expected to witness significant growth due to the growing awareness of data protection regulations and the increasing adoption of data backup and recovery solutions in various industries. APAC is expected to be the fastest-growing region due to the rapid adoption of cloud-based solutions and the increasing number of data centers in the region. South America

and MEA are also expected to witness steady growth due to the increasing demand for data protection solutions in these regions.

**Figure 3 Data Backup And Recovery Market By Regional
(2023-2032)**



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Source: Primary Research, Secondary Research, MRFR Database and Analyst Review

Data Backup And Recovery Market Key Players And Competitive Insights

Major players in the Data Backup And Recovery Market industry are consistently competing to establish strategic collaborations, partnerships, and mergers to capture a wider market share and strengthen their portfolio offerings. Leading Data Backup And Recovery Market players are actively involved in research and development initiatives to introduce innovative solutions and services that cater to the evolving demands of the market.

The Data Backup And Recovery Market development roadmap focuses on enhancing data protection capabilities, improving disaster recovery efficiency, and integrating advanced technologies such as cloud, artificial intelligence, and machine learning. The competitive landscape of the Data Backup And Recovery Market is expected to remain dynamic, with new entrants continuously emerging and existing players striving to maintain their market position through strategic alliances, acquisitions, and product enhancements.

This competitive environment drives innovation, improves service offerings, and ultimately benefits end-users by providing them with a wide range of reliable and efficient data backup and recovery solutions. Veeam Software, a leading provider of data backup and recovery solutions, has established itself as a prominent player in the Data Backup And Recovery Market. The company's comprehensive portfolio includes a range of products designed to protect data in physical, virtual, and cloud environments. Veeam's solutions are known for their reliability, ease of use, and scalability,

making them suitable for businesses of all sizes. The company's focus on customer satisfaction and its strong partner ecosystem have contributed to its consistent growth and market leadership.

Veeam's commitment to innovation has resulted in the development of cutting-edge technologies, such as Intelligent Data Management and Cloud Data Management, which enable organizations to manage and protect their data more effectively. Another key player in the Data Backup And Recovery Market is Commvault, a global provider of data protection and information management solutions. Commvault's portfolio encompasses data backup, recovery, archiving, and cloud services. The company's solutions are designed to protect data across a wide range of platforms, including physical, virtual, and cloud environments.

Commvault's robust data protection capabilities, combined with its focus on data security and compliance, have made it a trusted partner for enterprises worldwide. The company's commitment to research and development has resulted in the introduction of innovative solutions such as the Commvault Complete Data Protection platform, which provides a comprehensive data protection suite for organizations of all sizes.

Key Companies in the Data Backup And Recovery Market Include

- Commvault
- [FUJITSU](#)
- Metallic
- Carbonite
- Druva
- [Dell EMC](#)
- Arcserve
- Nakivo
- Zerto
- Veeam
- Exagrid
- IBM
- Rubrik
- Cohesity
- IDrive

Data Backup And Recovery Market Industry Developments

The Data Backup And Recovery Market is anticipated to reach a value of USD 22.35 billion by 2023, expanding at a CAGR of 11.21% from 2024 to 2032. Growing adoption of cloud-based backup and recovery solutions, increasing need for data protection against cyber threats, and rising demand for disaster recovery solutions are key factors driving market growth. Recent developments include IBM's launch of a new cyber resiliency platform and Veritas' acquisition of Globanet, expanding its cloud data management portfolio. The market is expected to witness increasing adoption of AI and ML technologies for automated backup and recovery, as well as growing demand for managed backup and recovery services.

Data Backup And Recovery Market Segmentation Insights

1. Data Backup And Recovery Market Deployment Model Outlook

1. Cloud-based
2. On-premise

2. Data Backup And Recovery Market Backup Type Outlook

1. Full backup
2. Incremental backup
3. Differential backup

3. Data Backup And Recovery Market Application Outlook

1. Virtualization
2. Databases
3. Email systems
4. Enterprise applications

4. Data Backup And Recovery Market End User Outlook

1. Banking and financial services
2. Healthcare
3. Retail
4. Manufacturing

5. Data Backup And Recovery Market Storage Media Outlook

1. Hard disk drives
2. Solid state drives
3. Tape storage

6. Data Backup And Recovery Market Regional Outlook

- 1. North America
- 2. Europe
- 3. South America
- 4. Asia Pacific
- 5. Middle East and Africa

Data Backup And Recovery Market Report Scope

Report Attribute/Metric	Details
Market Size 2024	27.63 (USD Billion)
Market Size 2025	30.73 (USD Billion)
Market Size 2034	79.97 (USD Billion)
Compound Annual Growth Rate (CAGR)	11.21% (2025 - 2034)
Report Coverage	Revenue Forecast, Competitive Landscape, Growth Factors, and Trends
Base Year	2024
Market Forecast Period	2025 - 2034
Historical Data	2019 - 2023
Market Forecast Units	USD Billion
Key Companies Profiled	Commvault, FUJITSU, Metallic, Carbonite, Druva, Dell EMC, Arcserve, Nakivo, Zerto, Veeam, Exagrid, IBM, Rubrik, Cohesity, IDrive
Segments Covered	Deployment Model, Backup Type, Application, End User, Storage Media, Regional
Key Market Opportunities	Increasing cloud adoption, rising data volumes, growing ransomware threats, hybrid work environments and regulatory compliance
Key Market Dynamics	Rising cloud data storage Evolving regulatory landscape Advancements in AI and machine learning Growing

	adoption of edge computing Increasing demand for disaster recovery solutions
Countries Covered	North America, Europe, APAC, South America, MEA

Frequently Asked Questions (FAQ) :

- What is the projected market size of the Data Backup And Recovery Market for 2024? ✓
- What is the projected CAGR of the Data Backup And Recovery Market from 2025-2034? ✓
- What are the key regions contributing to the growth of the Data Backup And Recovery Market? ✓
- What are the major applications of Data Backup And Recovery solutions? ✓
- Who are some of the key competitors in the Data Backup And Recovery Market? ✓
- What is the expected market valuation of the Data Backup And Recovery Market in 2034? ✓
- What are the key growth drivers for the Data Backup And Recovery Market? ✓
- What are the challenges faced by the Data Backup And Recovery Market? ✓
- What are the emerging trends in the Data Backup And Recovery Market? ✓
- What are the potential opportunities for growth in the Data Backup And Recovery Market? ✓



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