



India's External Storage Market Grows 8% YoY in 3Q19 as Organizations Explore Newer Technologies, IDC India Reports

NEW DELHI, 26th December, 2019 – As per IDC's latest [World wide Quarterly Enterprise Storage Systems Tracker](#) 3Q19 release, India's external storage market witnessed a growth of 8.0% Year-over-Year (YoY) by vendor revenue and stood at USD 91.8 million in 3Q19. Professional services, banking, government, manufacturing, and telecommunications industries contributed 83.2% of overall external storage market in 3Q19.

“Digital transformation has become a key enabler for businesses to thrive in this competitive world. Organizations are exploring ways to adopt newer technologies based on business outcomes rather than CAPEX investments. Consumption based pricing models are expected to have more demand compared to traditional pricing models,” says [Dileep Nadimpalli](#), Research Manager, Enterprise Infrastructure, IDC India.

All Flash Arrays (AFA) witnessed a significant growth of 24.5% YoY, which contributed 36.1% to the overall external storage systems market in 3Q19. Organizations' demand for high performance with minimal latency drove the growth for All Flash Arrays (AFA). Also witnessing increased adoption of NVMe based flash arrays to drive an incremental growth in the coming quarters.

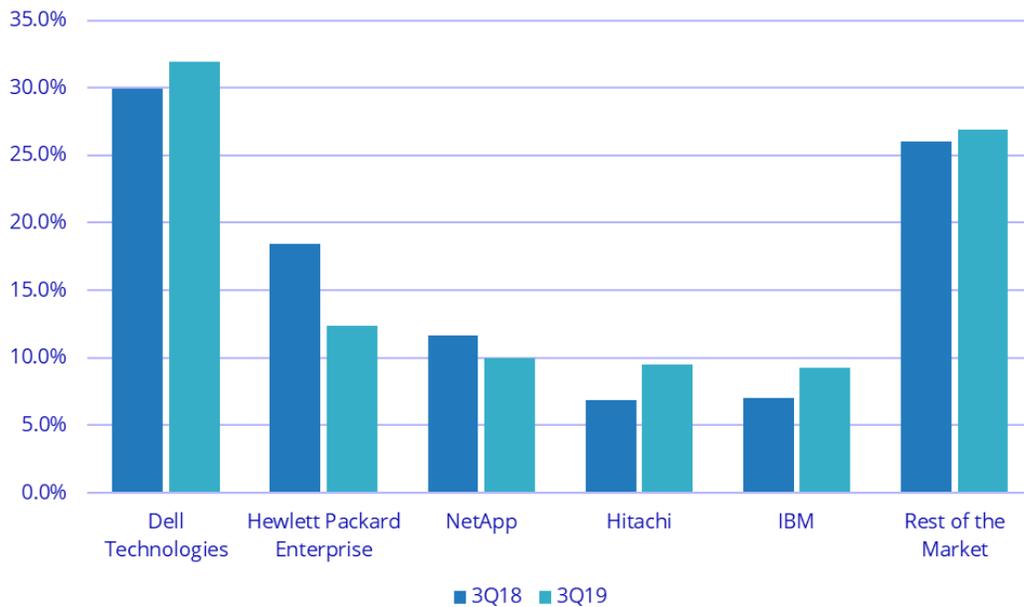
High-End storage grew by 76.0% YoY due to increased investments from government, banking, manufacturing, and transportation organizations in 3Q19. Entry storage segment witnessed 10.3% YoY growth, while Midrange storage segment saw a decline in 3Q19.

“The need for infrastructure modernization due to the advent of digital technologies pushes majority of the organizations to adopt to new age storage solutions which can offer better performance, agility and scalability,” observes Nadimpalli.

Major Vendors Analysis

Figure 1

India Enterprise Storage Systems Market Share (by Vendor Revenue), 3Q19



Source: IDC Worldwide Quarterly Enterprise Storage Systems Tracker, 3Q19 release

Dell Technologies continued to be the market leader with a 32.0% market share by vendor revenue, followed by Hewlett Packard Enterprise with 12.4% market share in 3Q19. Hitachi and IBM witnessed strong YoY growth in 3Q19 due to key wins from professional services, telecommunication and transportation sectors.

IDC India Forecast

The external enterprise storage systems market is expected to grow at a single digit compounded annual growth rate (CAGR) for the 2018 – 2023 time period. Advent of emerging technologies would drive incremental demand for external storage in the near future.

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