



2024 National Market Report - Data Center

Prepared by Ethan Dobrindt, Alex Naylor, Evan O'Connell, Brendan Mitchell, Jon Schlesinger

Market Overview:

With the boom of AI and the need for fast data solutions, data centers are one of the fastest growing asset classes in the United States and abroad. The sector is showing little signs of cooling and is expected to reach a market share of \$211 Billion in 10 years. We have already seen a significant jump in market share in the past year, up from \$61 Billion in 2023 to \$68 Billion in 2024. Hyper-scalers such as Amazon, Google, Microsoft, and Meta are feeding this uptrend through company growth that requires large amount of cloud storage for their products and services. With these signs, there is a very optimistic outlook for the future of Data Centers.

Key Improvements

- 1) Reduce Power Consumption
- 2) Improve output per sqft
- 3) Boost cooling efficiency
- 4) Sustainable energy utilization

Threats to Growth

- 1) Interest Rates
- 2) Access to Power
- 3) Hitting Renewable Energy Goals
- 4) Land Shortages
- 5) Co-location vs cloud vendors

Market Growth

