

## Report Information

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# Personal and Entry Level Storage (PELS) Market Research Report - Global Forecast till 2030

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Description:

## Personal and Entry Level Storage Market Overview

It is estimated that the Personal and Entry Level Storage (PELS) Market will register a CAGR of 38.20%. According to MRFR analysis, the market expands up to USD 523 Billion during the forecast period 2022-2030. Personal and entry-level storage is a technology that is used for storing and retaining data on the computer. The data can also be stored on other devices. Several factors are promoting the market growth extensively during the forecast period. One major driving factor is the rising growth of digital data.

Data storage is crucial for both businesses and customers as well. It is because they are used to store and preserve valuable information and photos too. Also, the rapid advancement in technology and increasing use of the internet and electronic devices are fuelling the personal and entry level storage market growth. With the use of these devices, more data is generated at a faster pace. As a result, the demand for an effective solution for data backup is rising. Also, the rising concern about data security among enterprises can be a huge restraint for market growth.

### COVID-19 Analysis

The outbreak of COVID-19 disease halted the growth of almost every economy around the world. The supply chain was also badly hit by the pandemic due to lockdown. It slowed down the economic growth. But after some time the number of several enterprises began to increase. Thus, these enterprises will deploy more employees that will increase the demand for data storage. As a result, the personal and entry level storage market will improve its growth in the upcoming years.

### Market Dynamics

#### • Market Drivers

The major driver of the Personal and Entry Level Storage Market is the rising digital data significantly. The increasing number of electronic gadgets such as smartphones, computers, laptops are increasing the amount of data rapidly. As a result, enterprises are looking for sustainable options for the storage and backup of data. Thus, Personal and Entry Level Storage (PELS) is an efficient option.

#### • Restraints

There are still some restraints that are observed to hinder the market growth during the forecast period. Especially the high consumption of energy and time is a crucial concern. It is because of the low availability of pro-environmental solutions. Thus, due to this reason, the personal and entry level storage market growth can slow down to a certain rate.

#### • Opportunities

Several opportunities will extend the market and benefit the enterprises as well. The low costs of the devices are a major reason for the exponential growth. Also, the escalating demand for Machine Learning (ML) and Artificial Intelligence to handle the growing demand will open several opportunities for the Personal and Entry Level Storage (PELS) Industry.

#### • Challenges

The major issue is the concern regarding the privacy and security of data. Due to rapid digitalization, the chances of data theft and security will be challenging for enterprises to cope up. The cases of cyber theft have also increased in the past few years. This issue can result in speculation of data theft and eventually restrict the market growth.

#### • Cumulative Analysis

The Personal and Entry Level Storage (PELS) Industry is expected to record immense growth in the upcoming years. The Compound Annual Growth Rate (CAGR) of the market is expected to reach 30%. It is estimated that the market value will further reach up to USD 100 Billion during the forecast period 2021-2028 as per MRFR Analysis.

- **Value Chain Analysis**

The rising demands and improvement of technology will elevate the Personal and Entry Level Storage Market Sales. Thus, the value chain of the market will further strengthen in the upcoming period. Various key players and increasing awareness are promoting the value of the market extensively. Hence, as the demand will increase, which is estimated to rise due to various reasons, the value will increase simultaneously.

### **Market Segmentations**

The Personal and Entry Level Storage (PELS) Market Segments are- technology, storage system, vertical, and product.

On the basis of product, the market is divided into non-cloud storage and cloud storage. The sub-segment of the non-cloud system is divided into solid-slate drives, hard disk drives, flash drives, and recordable disks.

Further, the storage system can be categorized into Unified Storage, Direct Attached Storage, Software-Defined Storage, Network Attached Storage, and Cloud Storage and Cloud Storage.

On the basis of technology, the market is further segmented into Solid Stage Storage and Entry Level Storage.

On the basis of vertical, the Personal and Entry Level Storage Industry is classified into Defence and Government, Telecommunications and IT, BFSI, Retail, and Consumer Goods, Utilities, Life science and Healthcare, Entertainment and Media, Consulting and Business, Research and Education and Manufacturing.

### **Regional Analysis**

Geographically, the Personal and Entry Level Storage Market Share is divided into Asia-Pacific, North America, Europe, and the Rest of the World. North America is expected to dominate the market in the upcoming years. The growing demand especially in the media and entertainment industry is fuelling the market. Along with that, Europe will also contribute to Personal and Entry Level Storage (PELS) Market Profit. It is estimated to be the second-largest region that is escalating the market growth.

However, the Asia-Pacific region will record the highest Personal and Entry Level Storage Market Growth. Due to the rapid development and establishment of new technology and enterprises, the market will flourish in the forthcoming years. Major countries such as China, India, and Japan are largely contributing to the immense growth of the market.

### **Competitive Landscape**

There are several key players that are investing and taking huge steps to promote their brand. They are focusing on various tactics to become the top key players in the market. They are announcing mergers, collaborations, acquisitions, new product launches, etc. Major Personal and Entry Level Storage Market Players are listed below-

- Hitachi Ltd. (Japan)
- Hewlett Packard Enterprise (US)
- Western Digital Corporation (US)
- Simplivity Corp. (US)
- Toshiba Corporation (Japan)
- Dell Inc. (US)
- Nutanix Inc. (US)
- Scalify Inc. (US)
- Symantec Corporation (US)
- Cisco Systems (Inc.)
- Tintri Inc. (US)
- Seagate Technology (US)
- Pure Storage Inc. (US)
- NetApp Inc (US)

### **Recent Developments**

No Recent Developments Found.

### **Report Overview**

The report overview of the personal and entry level storage market is listed in the following-

- Market Overview
- COVID-19 Analysis
- Dynamics of the Market

- Value Chain Analysis
- Market Segmentation
- Regional Analysis
- Competitive Analysis
- Recent Development

#### **Report Score and Segmentation**

- Study Period- 2021-2028
- Base Year-2021
- Forecast Period- 2021-2028
- Historical Period-2019-2020

The score of the Personal and Entry Level Storage (PELS) Industry is to give insight into the market. It highlights the strength and growth of the market during the forecast period. The information in this report is collected from secondary and primary sources. It also gives short information about the key players in the market.

#### **Segmentation**

- **By Product**

- Cloud
- Non-Cloud
- Solid-Slate Drives
- Hard Disk Drives
- Flash Drives
- Recordable Disks

- **By Storage System**

- Unified Storage
- Direct Attached Storage
- Software-Defined Storage
- Network Attached Storage
- Cloud storage and Cloud Storage

- **By Technology**

- Solid Stage Storage
- Entry-Level Storage

- **By Vertical**

- Defense and Government
- Telecommunications and IT
- BFSI, Retail, and Consumer Goods
- Utilities
- Life science and Healthcare
- Entertainment and Media
- Consulting and Business
- Research and Education
- Manufacturing

- **By Region**
- Europe
- North America
- Asia-Pacific
- Rest of the World

## Table of Content:

Contents	
TABLE OF CONTENTS	
1 Executive Summary	
1.1 Market Attractiveness Analysis	
1.1.1 Global Personal & Entry Level Storage Market, by Product	
1.1.2 Global Personal & Entry Level Storage Market, by Storage System	
1.1.3 Global Personal & Entry Level Storage Market, by Technology	
1.1.4 Global Personal & Entry Level Storage Market, by Vertical	
1.1.5 Personal & Entry Level Storage Market, by Region	
2 Scope of the Report	
2.1 Market Definition	
2.2 Scope of the Study	
2.3 Market Structure	
2.4 Key Buying Criteria	
2.5 Macro Factor Indicator Analysis	
3 Market Research Methodology	
3.1 Research Process	
3.2 Primary Research	
3.3 Secondary Research	
3.4 Market Size Estimation	
3.5 Forecast Model	
3.6 List of Assumptions	
4 Market Insights	
5 Industry Overview of the Global Personal & Entry Level Storage Market	
5.1 Introduction	
5.2 Drivers	
5.2.1 Increasing Volumes of Digital Data	
5.2.2 Increasing Reach of the Internet	
5.2.3 Low cost of Storage Devices	
5.2.4 Driver Impact Analysis	
5.3 Restraints	
5.3.1 Security and Privacy Concerns	
5.3.2 Restraint Impact Analysis	
5.4 Opportunities	
5.4.1 Need for Data Analytics with AI and ML	
5.4.2 Rising Need for Data Backup	
5.5 Challenges	
5.5.1 Lack of Ecofriendly (Green) Storage Solutions	
6 Market Factor Analysis	
6.1 Porter's Five Forces Analysis	
6.1.1 Threat of New Entrants	
6.1.2 Bargaining Power of Suppliers	
6.1.3 Bargaining Power of Buyers	
6.1.4 Threat of Substitutes	
6.1.4 Segment Rivalry	
6.2 Value Chain/Supply Chain of the Global Personal & Entry Level Storage Market	
7 Global Personal & Entry Level Storage Market, by Product	
7.1 Introduction	
7.2 Non-cloud storage	
7.2.1 Recordable Discs	
7.2.1.1 Market Estimates & Forecast, 2020–2027	
7.2.1.2 Market Estimates & Forecast, by Region, 2020–2027	
7.2.2 Flash Drives	
7.2.2.1 Market Estimates & Forecast, 2020–2027	
7.2.2.2 Market Estimates & Forecast, by Region, 2020–2027	
7.2.3 Hard Disk Drives (HDD)	
7.2.3.1 Market Estimates & Forecast, 2020–2027	
7.2.3.2 Market Estimates & Forecast, by Region, 2020–2027	
7.2.4 Solid State Drives (SSD)	
7.2.4.1 Market Estimates & Forecast, 2020–2027	
7.2.4.2 Market Estimates & Forecast, by Region, 2020–2027	
7.3 Cloud-based storage	
7.3.1 Market Estimates & Forecast, 2020–2027	
7.3.2 Market Estimates & Forecast, by Region, 2020–2027	
8 Global Personal & Entry Level Storage Market, by Storage System	
8.1 Introduction	
8.2 Direct-Attached	
8.2.1 Market Estimates & Forecast, 2020–2027	
8.2.2 Market Estimates & Forecast, by Region, 2020–2027	
8.3 Cloud	
8.3.1 Market Estimates & Forecast, 2020–2027	
8.3.2 Market Estimates & Forecast, by Region, 2020–2027	
8.4 Network-Attached	
8.4.1 Market Estimates & Forecast, 2020–2027	
8.4.2 Market Estimates & Forecast, by Region, 2020–2027	
8.3 Unified	

8.3.1	Market Estimates & Forecast, 2020–2027
8.3.2	Market Estimates & Forecast, by Region, 2020–2027
8.2	Software-Defined Storage
8.2.1	Market Estimates & Forecast, 2020–2027
8.2.2	Market Estimates & Forecast, by Region, 2020–2027
9.	Global Personal & Entry Level Storage Market, by Technology
9.1	Introduction
9.2	Magnetic Storage
9.2.1	Market Estimates & Forecast, 2020–2027
9.2.2	Market Estimates & Forecast, by Region, 2020–2027
9.3	Solid-State Storage
9.3.1	Market Estimates & Forecast, 2020–2027
9.3.2	Market Estimates & Forecast, by Region, 2020–2027
10.	Global Personal & Entry Level Storage Market, by Vertical
10.1	Introduction
10.2	Banking, Financial Services, and Insurance
10.2.1	Market Estimates & Forecast, 2020–2027
10.2.2	Market Estimates & Forecast, by Region, 2020–2027
10.3	Consumer Goods & Retail
10.3.1	Market Estimates & Forecast, 2020–2027
10.3.2	Market Estimates & Forecast, by Region, 2020–2027
10.4	Telecommunications & IT
10.4.1	Market Estimates & Forecast, 2020–2027
10.4.2	Market Estimates & Forecast, by Region, 2020–2027
10.5	Healthcare and Life Sciences
10.5.1	Market Estimates & Forecast, 2020–2027
10.5.2	Market Estimates & Forecast, by Region, 2020–2027
10.6	Media & Entertainment
10.6.1	Market Estimates & Forecast, 2020–2027
10.6.2	Market Estimates & Forecast, by Region, 2020–2027
10.7	Utilities
10.7.1	Market Estimates & Forecast, 2020–2027
10.7.2	Market Estimates & Forecast, by Region, 2020–2027
10.8	Government and Defense
10.8.1	Market Estimates & Forecast, 2020–2027
10.8.2	Market Estimates & Forecast, by Region, 2020–2027
10.9	Education and Research
10.9.1	Market Estimates & Forecast, 2020–2027
10.9.2	Market Estimates & Forecast, by Region, 2020–2027
10.10	Manufacturing
10.10.1	Market Estimates & Forecast, 2020–2027
10.10.2	Market Estimates & Forecast, by Region, 2020–2027
10.11	Business and Consulting
10.11.1	Market Estimates & Forecast, 2020–2027
10.11.2	Market Estimates & Forecast, by Region, 2020–2027
10.12	Others
10.12.1	Market Estimates & Forecast, 2020–2027
10.12.2	Market Estimates & Forecast, by Region, 2020–2027
11.	Global Personal & Entry Level Storage Market, by Region
11.1	Introduction
11.2	North America
11.2.1	Market Estimates & Forecast, 2020–2027
11.2.2	Market Estimates & Forecast, by Product, 2020–2027
11.2.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.2.4	Market Estimates & Forecast, by Technology, 2020–2027
11.2.6	Market Estimates & Forecast, by Vertical, 2020–2027
11.2.7	US
11.2.7.1	Market Estimates & Forecast, 2020–2027
11.2.7.2	Market Estimates & Forecast, by Product, 2020–2027
11.2.7.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.2.7.4	Market Estimates & Forecast, by Technology, 2020–2027
11.2.7.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.2.8	Canada
11.2.8.1	Market Estimates & Forecast, 2020–2027
11.2.8.2	Market Estimates & Forecast, by Product, 2020–2027
11.2.8.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.2.8.4	Market Estimates & Forecast, by Technology, 2020–2027
11.2.8.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.2.9	Mexico
11.2.9.1	Market Estimates & Forecast, 2020–2027
11.2.9.2	Market Estimates & Forecast, by Product, 2020–2027
11.2.9.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.2.9.4	Market Estimates & Forecast, by Technology, 2020–2027
11.2.9.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.3	Europe
11.3.1	Market Estimates & Forecast, 2020–2027
11.3.2	Market Estimates & Forecast, by Product, 2020–2027
11.3.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.3.4	Market Estimates & Forecast, by Technology, 2020–2027
11.3.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.3.6	Germany
11.3.6.1	Market Estimates & Forecast, 2020–2027
11.3.6.2	Market Estimates & Forecast, by Product, 2020–2027
11.3.6.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.3.6.4	Market Estimates & Forecast, by Technology, 2020–2027
11.3.6.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.3.7	France
11.3.7.1	Market Estimates & Forecast, 2020–2027
11.3.7.2	Market Estimates & Forecast, by Product, 2020–2027
11.3.7.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.3.7.4	Market Estimates & Forecast, by Technology, 2020–2027
11.3.7.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.3.8	UK

11.3.8.1	Market Estimates & Forecast, 2020–2027
11.3.8.2	Market Estimates & Forecast, by Product, 2020–2027
11.3.8.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.3.8.4	Market Estimates & Forecast, by Technology, 2020–2027
11.3.8.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.3.9	Rest of Europe
11.3.9.1	Market Estimates & Forecast, 2020–2027
11.3.9.2	Market Estimates & Forecast, by Product, 2020–2027
11.3.7.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.3.7.4	Market Estimates & Forecast, by Technology, 2020–2027
11.3.7.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.4	Asia-Pacific
11.4.1	Market Estimates & Forecast, 2020–2027
11.4.2	Market Estimates & Forecast, by Product, 2020–2027
11.4.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.4.4	Market Estimates & Forecast, by Technology, 2020–2027
11.4.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.4.6	China
11.4.6.1	Market Estimates & Forecast, 2020–2027
11.4.6.2	Market Estimates & Forecast, by Product, 2020–2027
11.4.6.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.4.6.4	Market Estimates & Forecast, by Technology, 2020–2027
11.4.6.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.4.7	India
11.4.7.1	Market Estimates & Forecast, 2020–2027
11.4.7.2	Market Estimates & Forecast, by Product, 2020–2027
11.4.7.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.4.7.4	Market Estimates & Forecast, by Technology, 2020–2027
11.4.7.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.4.8	Japan
11.4.8.1	Market Estimates & Forecast, 2020–2027
11.4.8.2	Market Estimates & Forecast, by Product, 2020–2027
11.4.8.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.4.8.4	Market Estimates & Forecast, by Technology, 2020–2027
11.4.8.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.4.9	Rest of Asia-Pacific
11.4.9.1	Market Estimates & Forecast, 2020–2027
11.4.9.2	Market Estimates & Forecast, by Product, 2020–2027
11.4.9.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.4.9.4	Market Estimates & Forecast, by Technology, 2020–2027
11.4.9.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.5	Rest of the World
11.5.1	Market Estimates & Forecast, 2020–2027
11.5.2	Market Estimates & Forecast, by Product, 2020–2027
11.5.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.5.4	Market Estimates & Forecast, by Technology, 2020–2027
11.5.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.5.6	Middle East & Africa
11.5.6.1	Market Estimates & Forecast, 2020–2027
11.5.6.2	Market Estimates & Forecast, by Product, 2020–2027
11.5.6.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.5.6.4	Market Estimates & Forecast, by Technology, 2020–2027
11.5.6.5	Market Estimates & Forecast, by Vertical, 2020–2027
11.5.7	South America
11.5.7.1	Market Estimates & Forecast, 2020–2027
11.5.7.2	Market Estimates & Forecast, by Product, 2020–2027
11.5.7.3	Market Estimates & Forecast, by Storage System, 2020–2027
11.5.7.4	Market Estimates & Forecast, by Technology, 2020–2027
11.5.7.5	Market Estimates & Forecast, by Vertical, 2020–2027
12	Company Landscape
12.1	Competitive Overview
12.2	Competitor Dashboard
12.3	Major Growth Strategy in the Global Personal & Entry Level Storage Market
12.4	Competitive Benchmarking
12.5	Market Share Analysis
12.6	XXXX: The leading player in terms of number of developments in the Global Personal & Entry Level Storage Market
12.7	Key Developments & Growth Strategies
12.7.1	New Product Launch/Service Storage System
12.7.2	Mergers & Acquisitions
12.7.3	Joint Venture
12.7.4	Business Expansion
13	Company Profiles
13.1	Dell Inc.
13.1.1	Company Overview
13.1.2	Product/Business Segment Overview
13.1.3	Financial Updates
13.1.4	Key Developments
13.2	Hewlett Packard Enterprise (HPE) Company
13.2.1	Company Overview
13.2.2	Product/Business Segment Overview
13.2.3	Financial Updates
13.2.4	Key Developments
13.3	NetApp, Inc.
13.3.1	Company Overview
13.3.2	Product/Business Segment Overview
13.3.3	Financial Updates
13.3.4	Key Developments
13.4	Hitachi Ltd
13.4.1	Company Overview
13.4.2	Product/Business Segment Overview
13.4.3	Financial Updates
13.4.4	Key Developments

13.5	IBM Corporation
13.5.1	Company Overview
13.5.2	Product/Business Segment Overview
13.5.3	Financial Updates
13.5.4	Key Developments
13.6	Toshiba Corporation
13.6.1	Company Overview
13.6.2	Product/Business Segment Overview
13.6.3	Financial Updates
13.6.4	Key Developments
13.7	Pure Storage, Inc.
13.7.1	Company Overview
13.7.2	Product/Business Segment Overview
13.7.3	Financial Updates
13.7.4	Key Developments
13.8	Nutanix, Inc.
13.8.1	Company Overview
13.8.2	Product/Business Segment Overview
13.8.3	Financial Updates
13.8.4	Key Developments
13.9	Tintri, Inc.
13.9.1	Company Overview
13.9.2	Product/Business Segment Overview
13.9.3	Financial Updates
13.9.4	Key Developments
13.10	Simplivity Corp.
13.10.1	Company Overview
13.10.2	Product/Business Segment Overview
13.10.3	Financial Updates
13.10.4	Key Developments
13.11	Scality, Inc.
13.11.1	Company Overview
13.11.2	Product/Business Segment Overview
13.11.3	Financial Updates
13.11.4	Key Developments
13.12	Symantec Corporation
13.12.1	Company Overview
13.12.2	Product/Business Segment Overview
13.12.3	Financial Updates
13.12.4	Key Developments
13.13	Seagate Technology
13.13.1	Company Overview
13.13.2	Product/Business Segment Overview
13.13.3	Financial Updates
13.13.4	Key Developments
13.14	Western Digital Corporation
13.14.1	Company Overview
13.14.2	Product/Business Segment Overview
13.14.3	Financial Updates
13.14.4	Key Developments
13.15	Cisco Systems, Inc.
13.15.1	Company Overview
13.15.2	Product/Business Segment Overview
13.15.3	Financial Updates
13.15.4	Key Developments
14	Conclusion

## LIST OF TABLES

Table 1	Global Personal & Entry Level Storage Market, by Region, 2020–2027
Table 2	North America: Personal & Entry Level Storage Market, by Country, 2020–2027
Table 3	Europe: Personal & Entry Level Storage Market, by Country, 2020–2027
Table 4	Asia-Pacific: Personal & Entry Level Storage Market, by Country, 2020–2027
Table 5	Middle East & Africa: Personal & Entry Level Storage Market, by Country, 2020–2027
Table 6	South America: Personal & Entry Level Storage Market, by Country, 2020–2027
Table 7	Global Personal & Entry Level Storage Type Market, by Region, 2020–2027
Table 8	North America: Personal & Entry Level Storage Type Market, by Country, 2020–2027
Table 9	Europe: Personal & Entry Level Storage Type Market, by Country, 2020–2027
Table 10	Asia-Pacific: Personal & Entry Level Storage Type Market, by Country, 2020–2027
Table 11	Middle East & Africa: Personal & Entry Level Storage Type Market, by Country, 2020–2027
Table 12	South America: Personal & Entry Level Storage Type Market, by Country, 2020–2027
Table 13	Global Personal & Entry Level Storage, Storage System Market, by Region, 2020–2027
Table 14	North America: Personal & Entry Level Storage, Storage System Market, by Country, 2020–2027
Table 15	Europe: Personal & Entry Level Storage, Storage System Market, by Country, 2020–2027
Table 16	Asia-Pacific: Personal & Entry Level Storage, Storage System Market, by Country, 2020–2027
Table 17	Middle East & Africa: Personal & Entry Level Storage, Storage System Market, by Country, 2020–2027
Table 18	South America: Personal & Entry Level Storage, Storage System Market, by Country, 2020–2027
Table 19	Global Personal & Entry Level Storage Vertical Market, by Region, 2020–2027
Table 20	North America: Personal & Entry Level Storage Vertical Market, by Country, 2020–2027
Table 21	Europe: Personal & Entry Level Storage Vertical Market, by Country, 2020–2027
Table 22	Asia-Pacific: Personal & Entry Level Storage Vertical Market, by Country, 2020–2027
Table 23	Middle East & Africa: Personal & Entry Level Storage Vertical Market, by Country, 2020–2027
Table 24	South America: Personal & Entry Level Storage Vertical Market, by Country, 2020–2027
Table 25	Global Type Market, by Region, 2020–2027
Table 26	Global Storage System Market, by Region, 2020–2027
Table 27	Global Vertical Market, by Region, 2020–2027
Table 28	North America: Personal & Entry Level Storage Market, by Country
Table 29	North America: Personal & Entry Level Storage Market, by Type
Table 30	North America: Personal & Entry Level Storage Market, by Storage System
Table 31	North America: Personal & Entry Level Storage Market, by Vertical
Table 32	Europe: Personal & Entry Level Storage Market, by Country
Table 33	Europe: Personal & Entry Level Storage Market, by Type
Table 34	Europe: Personal & Entry Level Storage Market, by Storage System

Table 35	Europe: Personal & Entry Level Storage Market, by Vertical
Table 36	Asia-Pacific: Personal & Entry Level Storage Market, by Country
Table 37	Asia-Pacific: Personal & Entry Level Storage Market, by Type
Table 38	Asia-Pacific: Personal & Entry Level Storage Market, by Storage System
Table 39	Asia-Pacific: Personal & Entry Level Storage Market, by Vertical
Table 40	Middle East & Africa: Personal & Entry Level Storage Market, by Country
Table 41	Middle East & Africa: Personal & Entry Level Storage Market, by Type
Table 42	Middle East & Africa: Personal & Entry Level Storage Market, by Storage System
Table 43	Middle East & Africa: Personal & Entry Level Storage Market, by Vertical
Table 44	South America: Personal & Entry Level Storage Market, by Country
Table 45	South America: Personal & Entry Level Storage Market, by Type
Table 46	South America: Personal & Entry Level Storage Market, by Storage System
Table 47	South America: Personal & Entry Level Storage Market, by Vertical

#### LIST OF FIGURES

FIGURE 1	Global Personal & Entry Level Storage Market Segmentation
FIGURE 2	Forecast Methodology
FIGURE 3	Porter's Five Forces Analysis of the Global Personal & Entry Level Storage Market
FIGURE 4	Value Chain of the Global Personal & Entry Level Storage Market
FIGURE 5	Share of the Global Personal & Entry Level Storage Market, by Country, 2020 (in %)
FIGURE 6	Global Personal & Entry Level Storage Market, 2020–2027
FIGURE 7	Sub-Segments of Type
FIGURE 8	Global Personal & Entry Level Storage Market Size, by Type, 2020
FIGURE 9	Share of the Global Personal & Entry Level Storage Market, by Type, 2020–2027
FIGURE 10	Global Personal & Entry Level Storage Market Size, by Storage System, 2020
FIGURE 11	Share of the Global Personal & Entry Level Storage Market, by Storage System, 2020–2027
FIGURE 12	Global Personal & Entry Level Storage Market Size, by Vertical, 2020–2027
FIGURE 13	Share of the Global Personal & Entry Level Storage Market, by Vertical, 2020–2027