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“The critical power and cooling market is projected to grow at a CAGR of 8.88%, from 2016 to 2021.”

The critical power and cooling market is projected to reach USD 25.80 billion by 2021, growing at a CAGR of 8.88%, during the forecast period. A rise in digitalization and cloud computing leading to an increase in demand for data centers, an increasing demand for improving cooling efficiency in data centers, a need to reduce anomalies in power supply, and regulations and initiatives by institutes and associations are set to drive the market growth for critical power and cooling market across the world. High investment costs and environmental and health hazards are key restraints for the critical power and cooling market.

“Generators: The fastest growing segment of the critical power market, by type.”

The generator segment is estimated to be the fastest growing as a result of the rising demand for data centers, industrial control systems, facility control systems, industrial networks and communication, control rooms, and critical loads in several industries. The liquid cooling systems segment is growing at the fastest rate. Data centers, servers, electronic and manufacturing units, and medical equipment, such as MRIs and other imaging equipment, require high levels of uninterrupted power supply and, thus, would generate significant demand for liquid cooling system cooling solutions, during the forecast period.

“Asia-Pacific: The fastest growing segment of the critical power and cooling market, by region.”

The Asia-Pacific market is expected to be the fastest growing segment of the critical power and cooling market, by region, during the forecast period. The Asia-Pacific region has a high industrial growth rate, which has led to an increase in need for power generation and data storage. This need for power at various power plants, facilities, and hospitals, among other institutions, will boost the demand for critical power and cooling solutions in the region.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, corporate-level executives of key market players, and industry consultants, among other experts, to obtain and verify critical qualitative and quantitative information, as well as to assess future market prospects. The distribution of primary interviews is as follows:

<table>
<thead>
<tr>
<th>By Company Type: Tier</th>
<th>1- 43%, Tier 2- 33%, and Tier 3- 24%</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Designation: D-Level</td>
<td>35%, C-Level- 25%, and Engineer Level- 40%</td>
</tr>
<tr>
<td>By Region: Asia-Pacific</td>
<td>45%, Europe- 30%, Americas- 15%, and RoW- 10%</td>
</tr>
</tbody>
</table>

Note: The tier of the companies is defined based on their total revenue, as of 2013: Tier 1 = >USD 10 billion, Tier 2 = USD 1 billion to USD 10 billion, and Tier 3 =
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