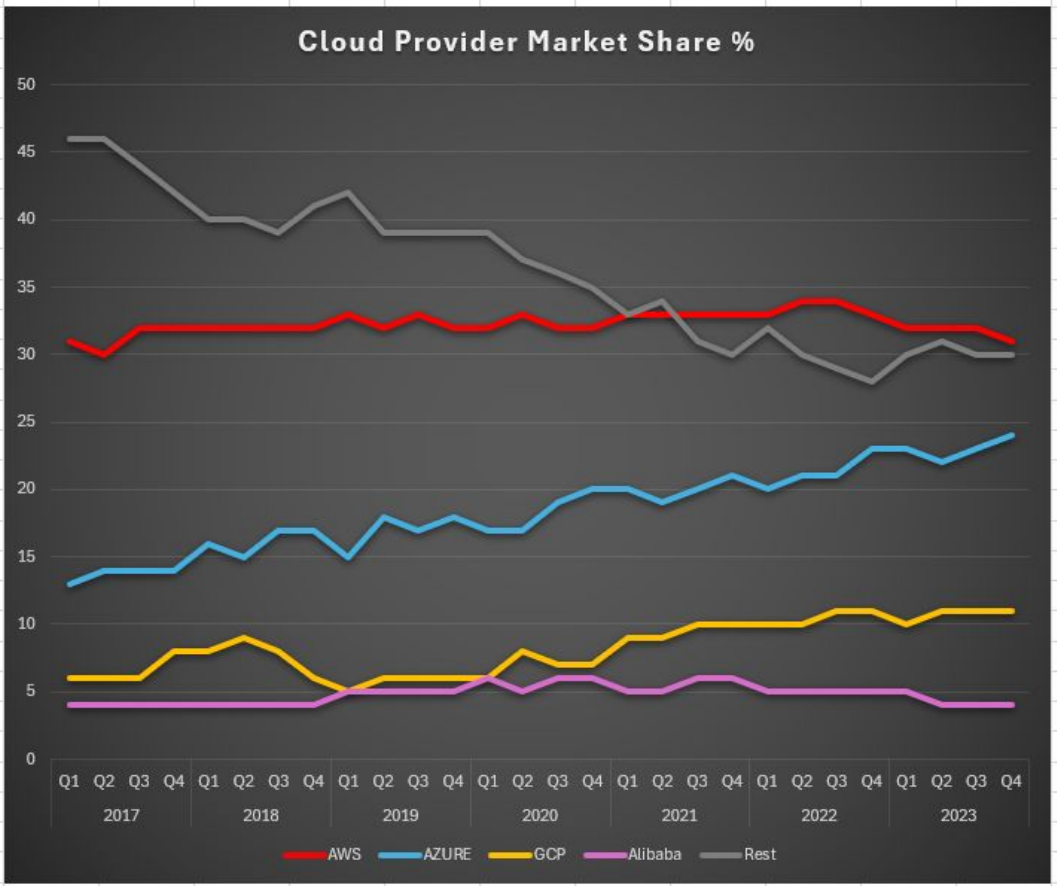


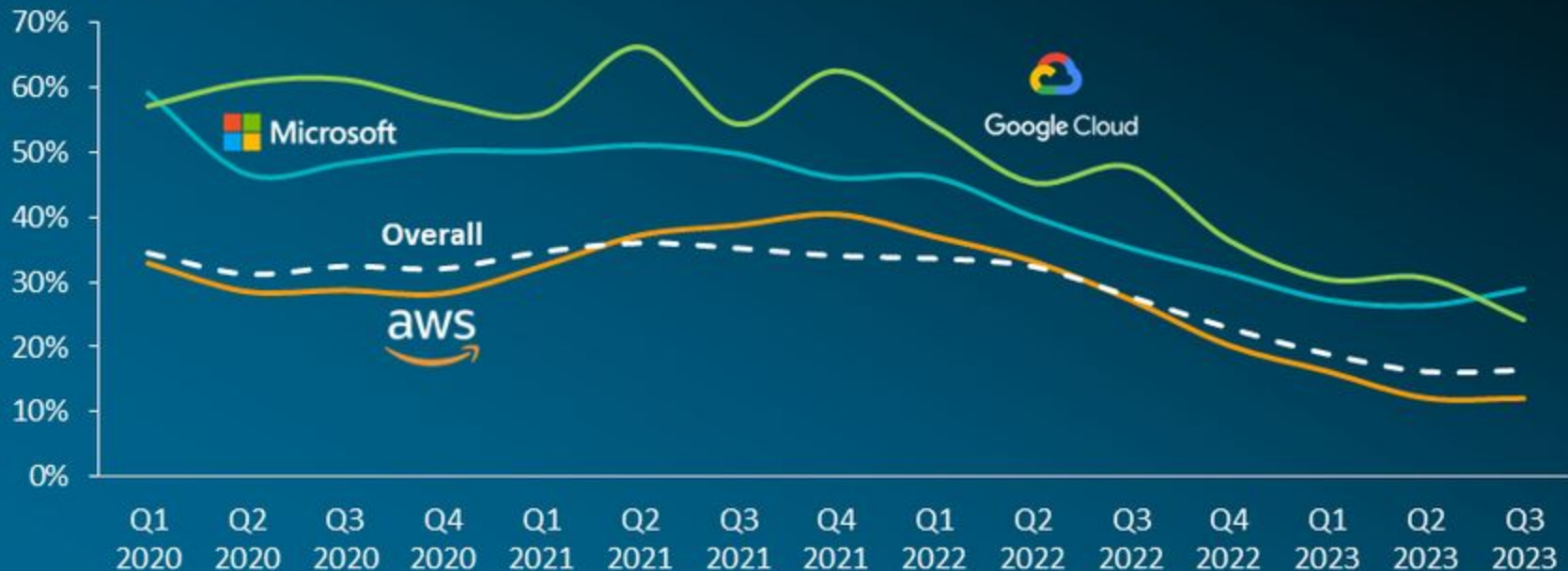
My conclusion

| Year | Quarter | AWS | AZURE | GCP | Alibaba | Rest |
|------|---------|-----|-------|-----|---------|------|
| 2017 | Q1 | 31 | 13 | 6 | 4 | 46 |
| | Q2 | 30 | 14 | 6 | 4 | 46 |
| | Q3 | 32 | 14 | 6 | 4 | 44 |
| | Q4 | 32 | 14 | 8 | 4 | 42 |
| 2018 | Q1 | 32 | 16 | 8 | 4 | 40 |
| | Q2 | 32 | 15 | 9 | 4 | 40 |
| | Q3 | 32 | 17 | 8 | 4 | 39 |
| | Q4 | 32 | 17 | 6 | 4 | 41 |
| 2019 | Q1 | 33 | 15 | 5 | 5 | 42 |
| | Q2 | 32 | 18 | 6 | 5 | 39 |
| | Q3 | 33 | 17 | 6 | 5 | 39 |
| | Q4 | 32 | 18 | 6 | 5 | 39 |
| 2020 | Q1 | 32 | 17 | 6 | 6 | 39 |
| | Q2 | 33 | 17 | 8 | 5 | 37 |
| | Q3 | 32 | 19 | 7 | 6 | 36 |
| | Q4 | 32 | 20 | 7 | 6 | 35 |
| 2021 | Q1 | 33 | 20 | 9 | 5 | 33 |
| | Q2 | 33 | 19 | 9 | 5 | 34 |
| | Q3 | 33 | 20 | 10 | 6 | 31 |
| | Q4 | 33 | 21 | 10 | 6 | 30 |
| 2022 | Q1 | 33 | 20 | 10 | 5 | 32 |
| | Q2 | 34 | 21 | 10 | 5 | 30 |
| | Q3 | 34 | 21 | 11 | 5 | 29 |
| | Q4 | 33 | 23 | 11 | 5 | 28 |
| 2023 | Q1 | 32 | 23 | 10 | 5 | 30 |
| | Q2 | 32 | 22 | 11 | 4 | 31 |
| | Q3 | 32 | 23 | 11 | 4 | 30 |
| | Q4 | 31 | 24 | 11 | 4 | 30 |



Top cloud vendors' growth rate trends, Q1 2020 to Q3 2023

Year-on-year growth



Source: Canalys estimates, November 2023

Amazon Maintains Cloud Lead as Microsoft Edges Closer

Worldwide market share of leading cloud infrastructure service providers in Q4 2023*




Cloud infrastructure service
revenues in Q4 2023
\$73.7B

* Includes platform as a service (PaaS) and infrastructure as a service (IaaS) as well as hosted private cloud services

Source: Synergy Research Group



<https://www.statista.com/chart/18819/worldwide-market-share-of-leading-cloud-infrastructure-service-providers/>

“As the market continues to grow strongly, [Amazon](#), [Microsoft](#) and [Google](#) still account for a large share of cloud spending—their combined share stood at 67 percent in Q4 2023.

No. 5: Salesforce

Market Share Q4 2023: 3%

Market Share Q4 2022: 3%

Market Share Q4 2021: 3%

No. 4: Alibaba

Market Share Q4 2023: 4%

Market Share Q4 2022: 5%

Market Share Q4 2021: 6%

No. 3: Google (Google Cloud) No. 2: Microsoft

Market Share Q4 2023: 11%

Market Share Q4 2022: 11%

Market Share Q4 2021: 10%

Market Share Q4 2023: 24%

Market Share Q4 2022: 23%

Market Share Q4 2021: 21%

No. 1: Amazon (AWS)

Market Share Q4 2023: 31%

Market Share Q4 2022: 33%

Market Share Q4 2021: 33%

In aggregate, **AWS**, Microsoft and **Google Cloud** won a whopping 66 percent share of the worldwide cloud market in Q3 2023

No. 5: IBM
Q3 2023 Market Share: 3 Percent
Q2 2023 Market Share: 3 Percent
Q3 2022 Market Share: 3 Percent

No. 4: Alibaba (Alibaba Cloud)
Q3 2023 Market Share: 4 Percent
Q2 2023 Market Share: 4 Percent
Q3 2022 Market Share: 5 Percent

No. 3: Google (Google Cloud)
Q3 2023 Market Share: 11 Percent
Q2 2023 Market Share: 11 Percent
Q3 2022 Market Share: 11 Percent

No. 2: Microsoft
Q3 2023 Market Share: 23 Percent
Q2 2023 Market Share: 22 Percent
Q3 2022 Market Share: 21 Percent

No. 1: Amazon (AWS)
Q3 2023 Market Share: 32 Percent
Q2 2023 Market Share: 32 Percent
Q3 2022 Market Share: 34 Percent

<https://www.crn.com/news/cloud/microsoft-aws-google-cloud-market-share-q3-2023-results>

Worldwide [cloud market share](#) numbers and rankings are in for Amazon Web Services, Alibaba, Google, IBM and [Microsoft](#) as these five cloud leaders, combined, captured over 70 percent of the global market during the second quarter of 2023.

No. 3: Google (Google Cloud)

Q2 2023 Market Share: 11 Percent

Q1 2023 Market Share: 10 Percent

Q2 2022 Market Share: 10 Percent

No. 5: IBM

Q2 2023 Market Share: 3 Percent

Q1 2023 Market Share: 3 Percent

Q2 2022 Market Share: 4 Percent

No. 2: Microsoft

Q2 2023 Market Share: 22 Percent

Q1 2023 Market Share: 23 Percent

Q2 2022 Market Share: 21 Percent

No. 4: Alibaba (Alibaba Cloud)

Q2 2023 Market Share: 4 Percent

Q1 2023 Market Share: 4 Percent

Q2 2022 Market Share: 5 Percent

No. 1: Amazon (AWS)

Q2 2023 Market Share: 32 Percent

Q1 2023 Market Share: 32 Percent

Q2 2022 Market Share: 34 Percent

<https://www.crn.com/news/cloud/cloud-market-share-q2-2023-aws-microsoft-google-battle>

As the market continues to grow, [Amazon, Microsoft and Google](#) continue to account for a large share of cloud spending—their combined share stood at 65 percent in the first quarter,

No. 1: Amazon (AWS)

Q1 2023 Market Share: 32 percent

Q1 2022 Market Share: 33 percent

Q1 2021 Market Share: 32 percent

No. 3: Google (Google Cloud)

Q1 2023 Market Share: 10 percent

Q1 2022 Market Share: 10 percent

Q1 2021 Market Share: 9 percent

No. 2: Microsoft

Q1 2023 Market Share: 23 percent

Q1 2022 Market Share: 22 percent

Q1 2021 Market Share: 20 percent

Market Share: IBM, Alibaba, Salesforce, Oracle

Q1 2023 Cloud Share For All Other Companies: 35 percent

Q1 2022 Cloud Share For All Other Companies: 35 percent

No. 5: IBM

Q3 2022 Market Share: 3 Percent

Q2 2022 Market Share: 4 Percent

Q3 2021 Market Share: 4 Percent

No. 4: Alibaba

Q3 2022 Market Share: 5 Percent

Q2 2022 Market Share: 5 Percent

Q3 2021 Market Share: 6 Percent

No. 3: Google

Q3 2022 Market Share: 11 Percent

Q2 2022 Market Share: 10 Percent

Q3 2021 Market Share: 10 Percent

No. 2: Microsoft

Q3 2022 Market Share: 21 Percent

Q2 2022 Market Share: 21 Percent

Q3 2021 Market Share: 20 Percent

No. 1: Amazon Web Services

Q3 2022 Market Share: 34 Percent

Q2 2022 Market Share: 34 Percent

Q3 2021 Market Share: 33 Percent

No. 5: IBM (Kyndryl)

Q2 2022 Market Share: 4 Percent

Q2 2021 Market Share: 4 Percent

Q2 2020 Market Share: 5 Percent

No. 4: Alibaba

Q2 2022 Market Share: 5 Percent

Q2 2021 Market Share: 5 Percent

Q2 2020 Market Share: 5 Percent

No. 3: Google

Q2 2022 Market Share: 10 Percent

Q2 2021 Market Share: 9 Percent

Q2 2020 Market Share: 8 Percent

No. 2: Microsoft Azure

Q2 2022 Market Share: 21 Percent

Q2 2021 Market Share: 19 Percent

Q2 2020 Market Share: 17 Percent

No. 1: AWS

Q2 2022 Market Share: 34 Percent

Q2 2021 Market Share: 33 Percent

Q2 2020 Market Share: 33 Percent

Q4 2020
worldwide cloud
infrastructure spend
grew 32% to US\$39.9
billion, driven by
increased digital
transformation and
greater use

Worldwide cloud infrastructure services spend



<https://canalys.com/newsroom/global-cloud-market-q4-2020>

Source: Canalys estimates, February 2021

Top four providers collectively grow 40% in Q3

Worldwide cloud infrastructure services spend

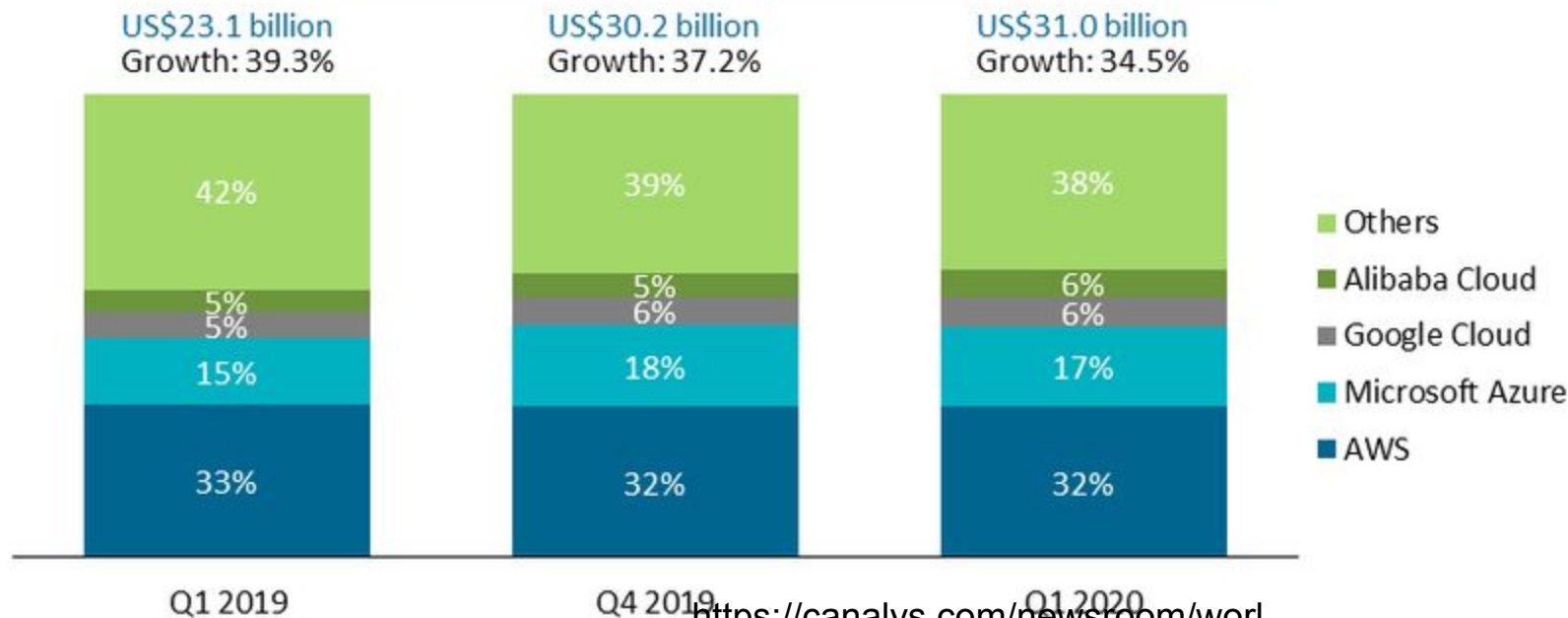


Source: Canalys estimates, October 2020

<https://www.channele2e.com/news/cloud-market-share-2020-amazon-aws-microsoft-azure-google-ibm>

Top four providers account for 62% of cloud spend

Worldwide cloud infrastructure services spend



Source: Canalys estimates, April 2020

<https://canalys.com/newsroom/worldwide-cloud-infrastructure-services-Q1-2020>

Top four consolidate their leadership

Worldwide cloud infrastructure services market share

Q2 2018: Top four account for **59.4%** of worldwide total



Q2 2019: Top four account for **63.6%** of worldwide total



Source: Canalys estimates, Cloud Channels Analysis, August 2019

<https://canalys.com/newsroom/cloud-market-share-Q2-2019>



Worldwide cloud infrastructure spending and annual growth

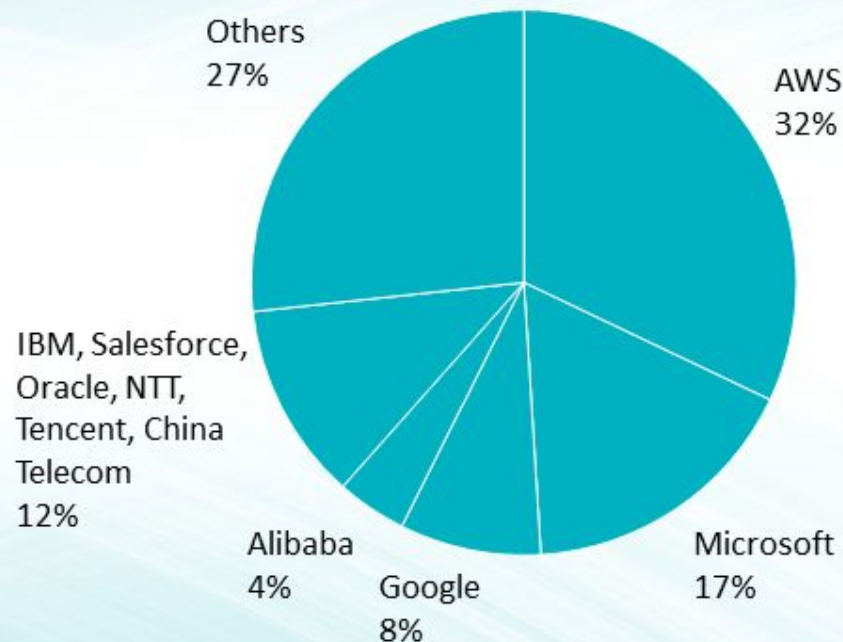
Canalys estimates: Q4 2018

[https://www.canalys.com/newsroom/cloud-market-share-q4-2018-and-full-year-2018#:~:text=Amazon%20Web%20Services%20\(AWS\)%20remained,Cloud%20maintained%20its%204%25%20share.](https://www.canalys.com/newsroom/cloud-market-share-q4-2018-and-full-year-2018#:~:text=Amazon%20Web%20Services%20(AWS)%20remained,Cloud%20maintained%20its%204%25%20share.)

| Vendor | Q4 2018 (US\$ billion) | Q4 2018 Market share | Q4 2017 (US\$ billion) | Q4 2017 Market share | Annual growth |
|-----------------|---------------------------|-------------------------|---------------------------|-------------------------|------------------|
| AWS | 7.3 | 32.3% | 5.0 | 32.2% | +46.3% |
| Microsoft Azure | 3.7 | 16.5% | 2.1 | 13.7% | +75.9% |
| Google Cloud | 2.2 | 9.5% | 1.2 | 7.6% | +81.7% |
| Alibaba Cloud | 1.0 | 4.2% | 0.6 | 3.5% | +73.8% |
| IBM Cloud | 0.8 | 3.6% | 0.6 | 4.2% | +27.6% |
| Others | 7.7 | 33.8% | 6.1 | 38.9% | +26.7% |
| Total | 22.7 | 100.0% | 15.6 | 100.0% | +45.6% |

Top 10 vendors account for over 70% of global total

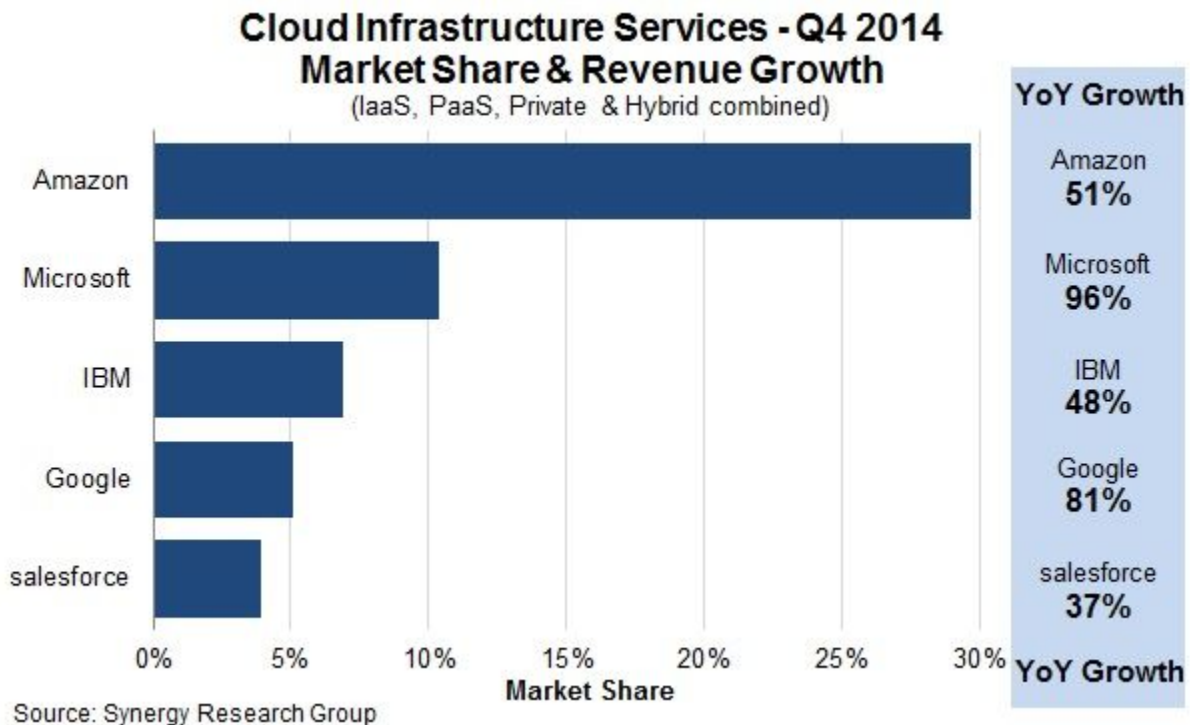
Worldwide cloud infrastructure services market Q3 2018



<https://canalys.com/newsroom/cloud-infrastructure-spend-climbs-46-in-q3-2018-as-us-china-competition-intensifies>

Source: Canalys estimates, Cloud Analysis, October 2018

<https://www.srgresearch.com/article/s/aws-market-share-reaches-five-year-high-despite-microsoft-growth-surge>



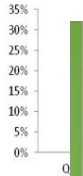
Top three players account for 55% of total market



Worldwide cloud infrastructure services
Q1 2017: US\$11.5 billion
Q1 2018: US\$16.9 billion
Growth: 46.8%

Market share

— AWS — Microsoft — Google



Source: Canlys estimates

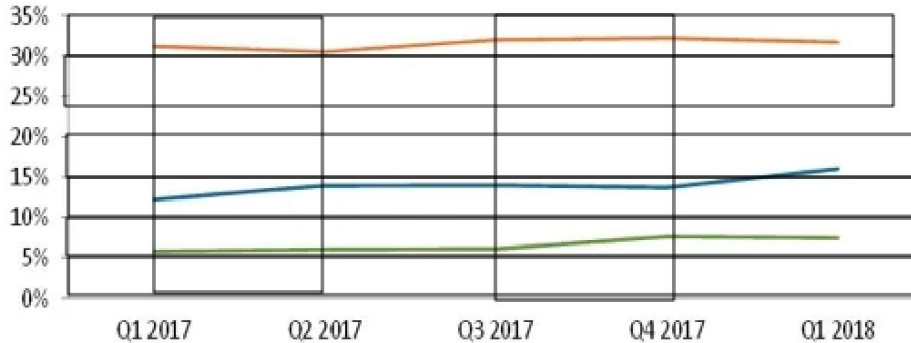
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Worldwide cloud infrastructure services
Q1 2017: US\$11.5 billion
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Growth: 46.8%

Market share

— AWS — Microsoft — Google



Source: Canlys estimates, Cloud Analysis, April 2018



<https://jaychapel.medium.com/aws-vs-azure-vs-google-cloud-market-share-2018-is-aws-still-in-the-lead-5668259c34#:~:text=In%20Q1%20DQ3%20of%20last,6%25%20and%20Alibaba%204%25>

Extra stuff

Use of cloud computing services, 2020 and 2021

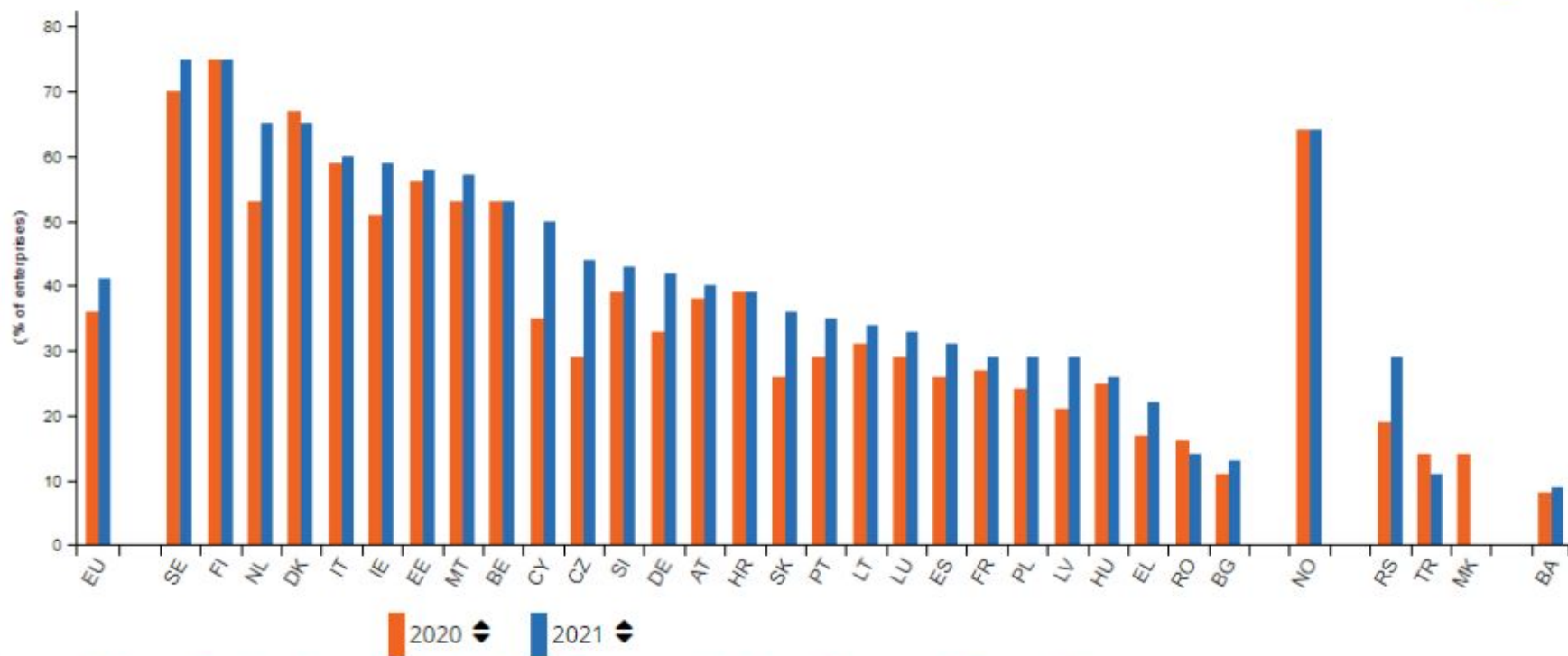


Figure 2: Use of cloud services in the European Union (Source: Eurostat)