

The Vendor Perspective: Recent Data Center Survey Results

DECEMBER 2025

SUMMARY

Nearly half of the vendors/product providers/engineering firms and consultants responding to Uptime Institute's 2025 Data Center Spending Survey (45%) report their company's product prices have been rising, while only 5% say they are falling.

A total of 63% say they expect to charge their customers more next year, with *labor* (52%), *cooling* (50%), *electrical equipment* (45%) and *power* (44%) the leading areas driving their customer price increases.

By a wide margin, *hiring new staff* (45%) was cited as their organization's greatest challenge over the past 12 months.

Respondents were also asked about their customers' biggest challenge, and the top one cited was *lack of qualified staff* (23%), with *managing different data center environments* (19%) coming in a close second.

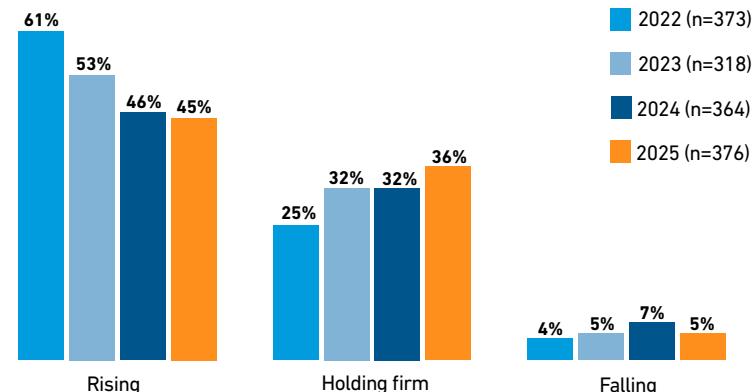
ABOUT THIS REPORT

This Vendor Perspective report is based on selected results from data center vendor and product provider respondents, engineering firm respondents, and consultant respondents to three recent Uptime Institute surveys: 2025 Data Center Spending Survey; 2025 Staffing and Recruitment Survey, and 2025 Data Center Capacity and Service Providers Survey

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Prices of your products in the marketplace

I. With regard to your own company, how are prices for your products doing in the current marketplace?

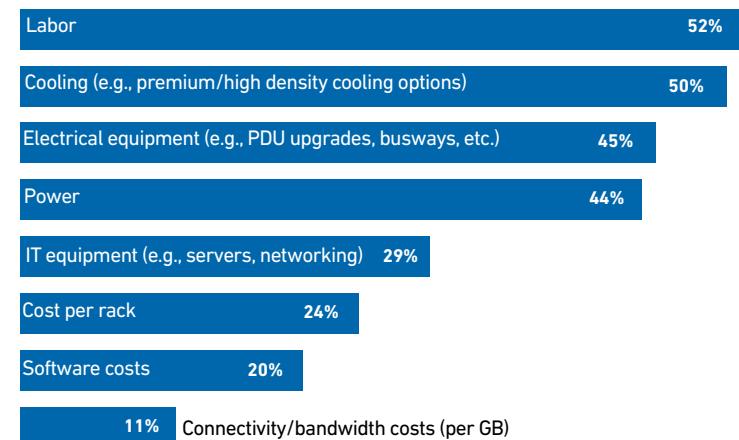


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Where will you be increasing prices for your customers?

III. Which areas will you be increasing prices for customers over the next 12 months?
Choose all that apply. (n=224)

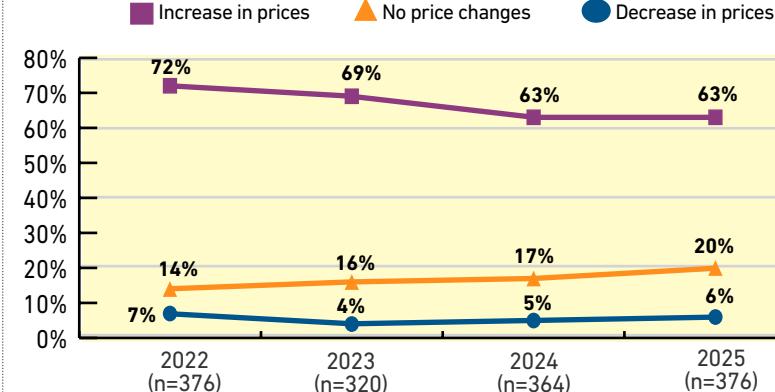


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Expected price changes over the next 12 months

II. Over the next 12 months, what changes do you expect in the prices you charge your customers? (n=376)

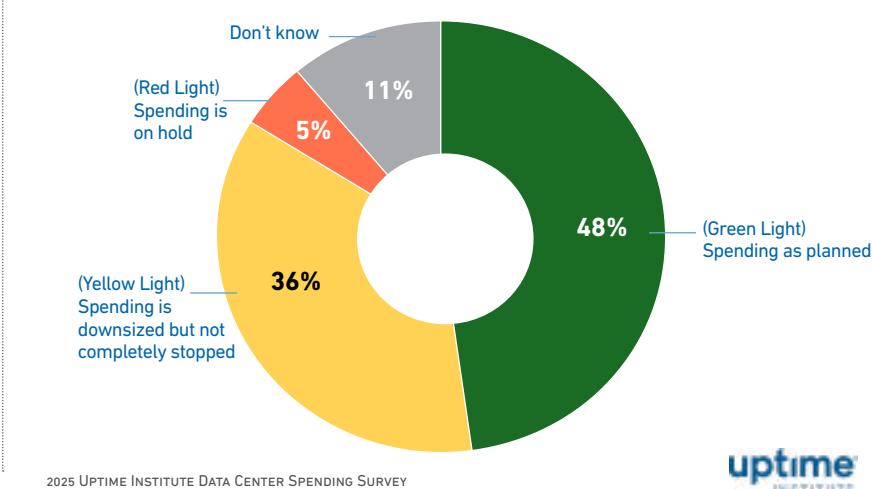


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Customer willingness to spend

IV. How would you describe the current willingness of your existing customers to spend money on your company's products and services? (n=358)

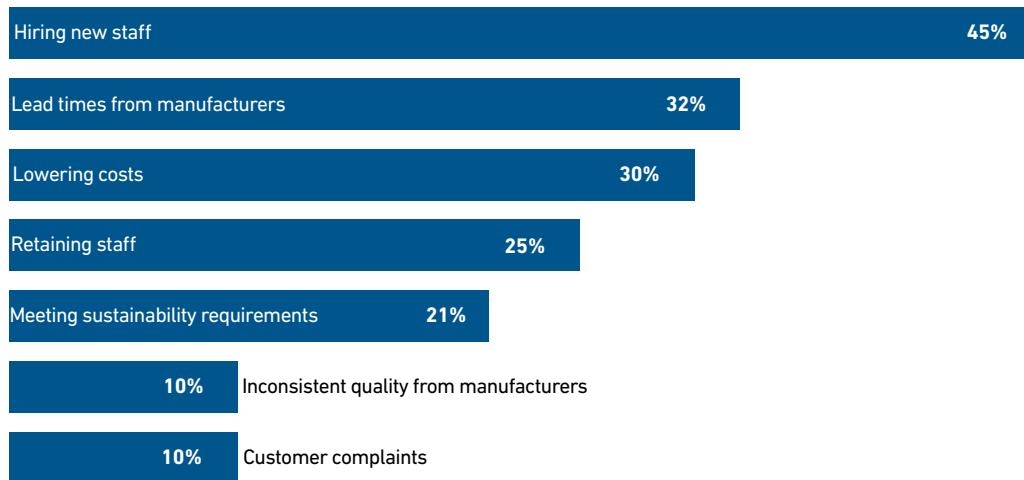


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Your organization's top challenges

V. Thinking about the past 12 months, which of the following have been your organization's greatest challenges? Choose no more than two. (n=325)

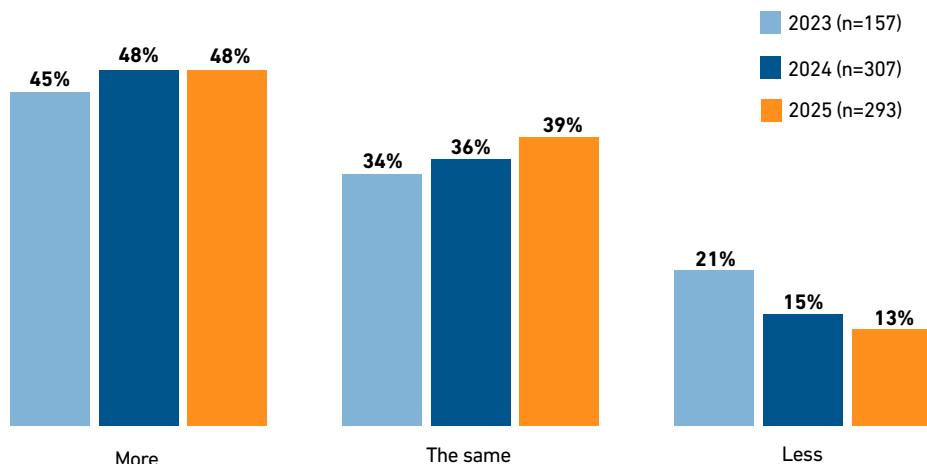


2025 UPTIME INSTITUTE STAFFING AND RECRUITMENT SURVEY



New hires: 2023-2025

VII. How would you characterize the number of new hires (full- or part-time payroll employees) in your company at this point in this year compared with the same point last year?

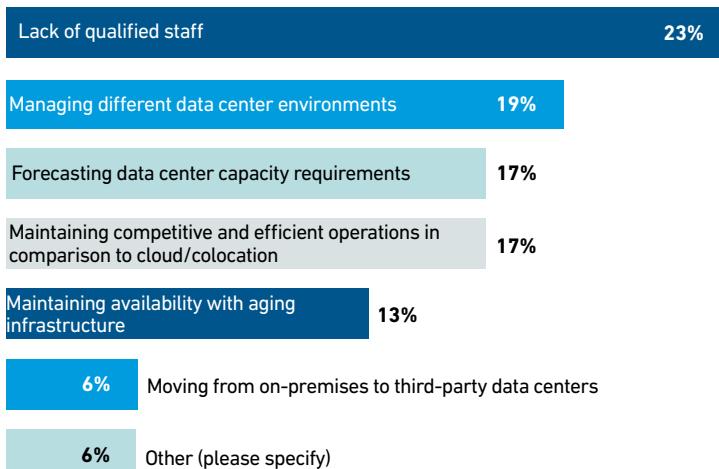


2025 UPTIME INSTITUTE STAFFING AND RECRUITMENT SURVEY



Biggest challenge for your customers

VI. And which of the following do you think is the biggest challenge for most of your customers? (n=303)

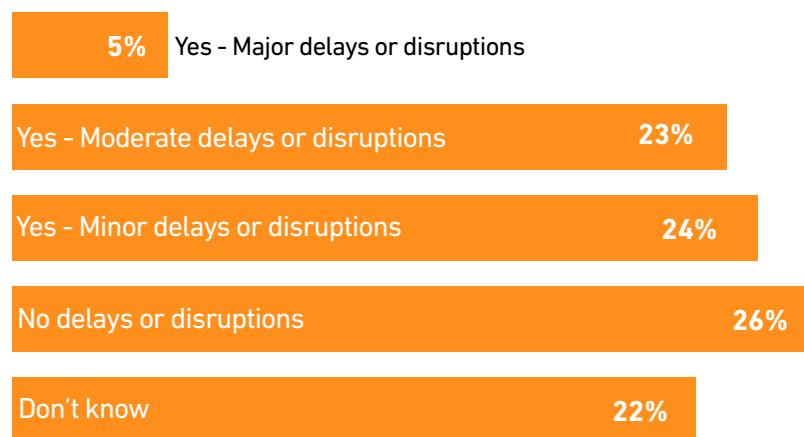


2025 UPTIME INSTITUTE SERVICE PROVIDERS AND CAPACITY SURVEY



Impact of data center staffing shortages on your business

VIII. Have staffing shortages in your customers' data centers caused delays or disruptions to your business? (n=326)

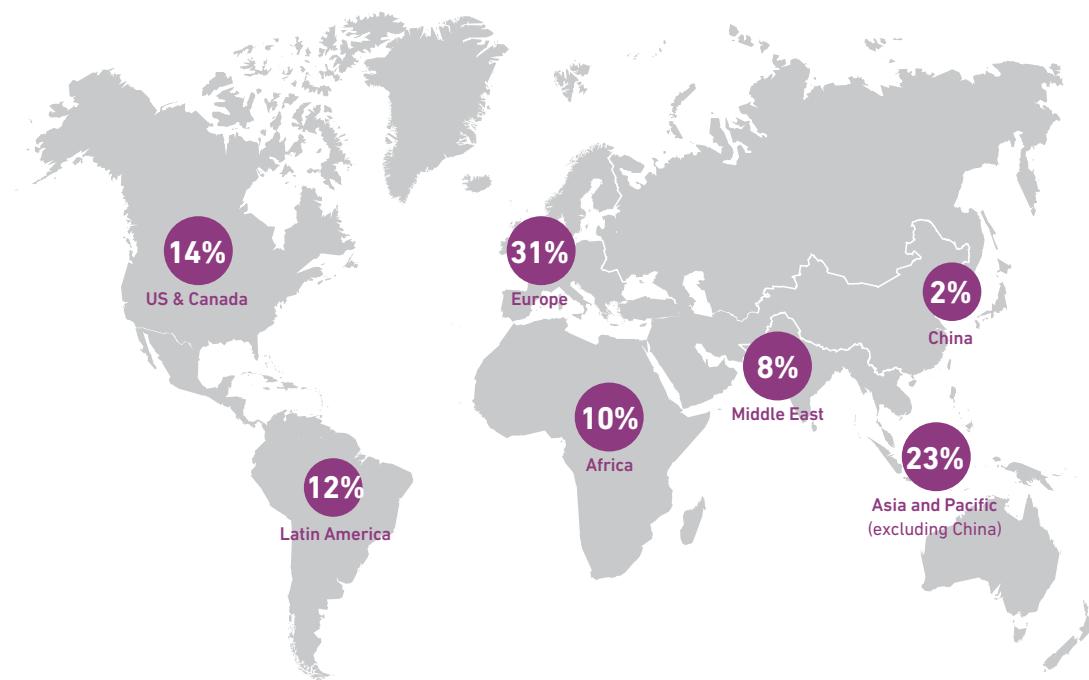


2025 UPTIME INSTITUTE STAFFING AND RECRUITMENT SURVEY



Vendor Respondent Demographic Outline

Respondents' location (n=405)



Digital infrastructure environment (n=405)

20%
Vendor / product supplier

36%
Data center design or engineering firm

25%
Consultant/Advisory Firm

19%
Other (please specify)

Verticals (n=331)

Design and Engineering

40%

Data Center Equipment Supplier

13%

Technology

10%

Utilities/Energy

6%

Manufacturing

6%

Telecommunications

5%

Financial

4%

Software and/or Cloud Services

4%

Colocation/Multi-tenant Data Centers

4%

Education

2%

Other

6%

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About Uptime Institute

Uptime Institute is the Global Digital Infrastructure Authority. With over 4,000 awards issued in over 122 countries around the globe, and over 1,100 currently active projects in 80+ countries, Uptime has helped tens of thousands of companies optimize critical IT assets while managing costs, resources, and efficiency.

For over 30 years, the company has established industry-leading benchmarks for data center performance, resilience, sustainability, and efficiency, which provide customers assurance that their digital infrastructure can perform across a wide array of operating conditions at a level consistent with their individual business needs.

Uptime's Tier Standard is the IT industry's most trusted and adopted global standard for the design, construction, and operation of data centers. Offerings include the organization's Tier Standard and Certifications, Management & Operations reviews and assessments including SCIRA-FSI financial sector risk assessment, the Sustainability Assessment, and a broad range of additional risk management, performance, availability, and related offerings.

Uptime Education training programs have been successfully completed by over 90,000 data center professionals, such as the much-valued ATD (Accredited Tier Designer) and AOS (Accredited Operations Specialist). The Uptime Education curriculum has been expanded by the acquisition of CNet Training Ltd. in 2023.

Uptime Institute is headquartered in New York, NY, with offices in London, São Paulo, Dubai, Riyadh, and Singapore, and full-time Uptime professionals based in over thirty-four countries around the world. For more information, visit uptimeinstitute.com.

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