



Data Centre Growth in the UK and US: Where is the AI Boom Being Driven?

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Data Centre Growth

Introduction

Data centre growth has become one of the defining technology, engineering and energy stories of the decade. As artificial intelligence (AI) adoption accelerates globally, the physical infrastructure that powers it, from hyperscale data centres to advanced cooling systems and electrical networks, is under growing scrutiny.

For technology and engineering businesses, this shift presents significant opportunities. The AI boom is driving increasing demand for advanced digital infrastructure on both sides of the Atlantic, with the US leading at scale, Texas emerging as one of the most active growth markets, and the UK strengthening its position as one of Europe's most important data centre hubs.

What is driving data centre growth in the UK and US?

At its core, AI requires a huge amount of computing power. Every AI model that is trained, tested, deployed and used by businesses or consumers relies on physical data centre infrastructure.

As AI adoption expands into everyday business use, demand is shifting as well. Companies now need more compute capacity for:

💡 **AI training and inference**

💡 **Cloud computing platforms**

💡 **Automation and analytics**

💡 **Data-intensive enterprise applications**

This surge in demand is putting pressure on existing data centre capacity and encouraging new investment in AI-optimised infrastructure.

According to [Euronews' analysis of global data centre distribution](#), the US remains the clear global leader, with more data centres than any other country by a significant margin. Germany and the UK also sit near the top of the global rankings, underlining how important both markets are to Europe's digital infrastructure.

This isn't only about the number of facilities. A smaller number of very large AI data centres can have far greater impact than a larger number of smaller legacy facilities. This is where the UK and US markets become especially interesting.



Why is Texas becoming a major AI data centre growth market?



The United States remains the global leader in data centre capacity, with significantly more facilities than any other country, and Texas is quickly becoming one of its most dynamic growth regions. While Northern Virginia remains a long-established data centre powerhouse, particularly around Data Center Alley, Texas has become a major focus for new AI infrastructure because of its land availability and growing engineering talent base. However, the UK and Germany are among Europe’s most strategic digital infrastructure hubs, supporting enterprise, financial services, and AI-driven innovation.

There are [around 140 planned data centre projects in Texas](#), a figure that’s set to rise as the boom gathers steam. This points to a fast-moving infrastructure build-out that could reshape engineering recruitment and long-term technology investment across the state.

There’s also [more than 150GW of new data centre power capacity](#) filed nationally, with Texas ranking among the most significant states for planned capacity. This level of demand explains why companies are looking closely at how data centre expansion can be powered reliably and sustainably.

Texas is attractive because it brings together several factors that data centre operators care about. It has large areas of developable land, and access to engineering talent across Austin, Dallas-Fort Worth, Houston and other regional markets. For AI data centres, where power density and scalability are critical, those advantages are significant.

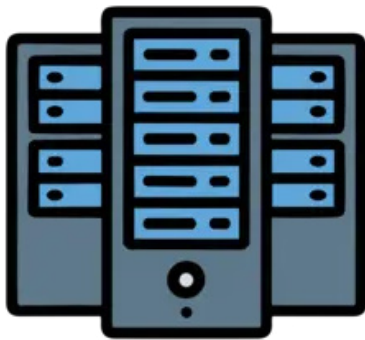


How are Hyperscalers driving data centre growth?



Hyperscale

Designed for large-scale cloud services with massive processing power and storage capacity.



Edge

Distributed, smaller-scale facilities to meet regional demands, especially in urban areas.

Much of the current investment boom is being fuelled by hyperscalers such as Microsoft, Amazon Web Services (AWS), Google and Meta. These organisations are investing billions of dollars globally to expand the infrastructure needed to support AI services, cloud computing platforms and next-generation digital applications.

The scale of investment is unprecedented. AI workloads require far greater computing capacity than traditional cloud applications, driving demand for new hyperscale facilities equipped with advanced power systems, high-density server architectures and increasingly sophisticated cooling technologies.

These investments extend well beyond the data centres themselves. Hyperscaler growth is creating demand throughout the wider supply chain, including electrical equipment manufacturers, semiconductor businesses, power distribution providers, automation specialists, cooling technology suppliers and engineering consultancies.

What does Texas data centre growth mean for engineering

The growth of Texas AI data centres is not only an infrastructure story, but it's a critical engineering talent story. Building and operating AI infrastructure requires a wide mix of specialist skills, including:

- **Electrical and power systems**
- **Mechanical and cooling**
- **Embedded software**
- **Cloud and infrastructure**
- **Data centre operations leadership**

For employers, the challenge is that many of these skills are already in demand across other high-growth sectors. This is creating a highly competitive, skill-constrained talent market, where specialist knowledge, speed and expertise in hiring are critical advantages.

Our own insight into [Texas engineering salary trends](#) reflects this pressure. Software, electronics, embedded systems, AI, cloud infrastructure and senior engineering talent are all areas where demand remains strong. As data centre investment continues, these skills will become even more important to companies building and supporting digital infrastructure in Texas.



This is also where flexible hiring models come into play. Some businesses will need permanent engineering teams to support long-term data centre growth. For fast-moving infrastructure programmes, the ability to access proven expertise and scale capacity as needed can be a major advantage.

Why is the UK a leading data centre market in Europe?

The UK is one of Europe's most advanced data centre markets, with London and the surrounding region forming one of the continent's strongest global hubs for cloud, finance and digital infrastructure. The UK benefits from strong connectivity, deep cloud adoption, a mature financial and technology sector, and a skilled workforce.

Government policy is also helping to raise the profile of the sector. Data centres were designated as [Critical National Infrastructure](#) in the UK, recognising their importance to the UK's AI capability and economic

resilience. The [UK Compute Roadmap](#) also sets out plans to support AI Growth Zones, public compute capacity and the infrastructure needed for AI training and inference workloads.

For the UK, data centre growth is closely tied to competitiveness. Businesses want access to reliable, secure and local compute capacity. Public sector organisations need resilient infrastructure. AI companies need scalable environments to train and deploy models. Large enterprises need data sovereignty, low latency and dependable cloud performance.



Regional UK growth beyond London

While London remains the dominant cluster, power constraints and land availability challenges are accelerating investment in regional data centre locations.

This regional shift is creating opportunities beyond the traditional London corridor. Areas including the Midlands, North West, South Wales and Scotland are attracting increasing attention from developers and investors due to a combination of available land, growing power capacity, strong fibre connectivity and access to engineering talent.



The Midlands offers excellent connectivity and infrastructure links. The North West continues to benefit from Manchester's growing technology ecosystem. South Wales combines strong engineering heritage with access to renewable energy opportunities, while Scotland is becoming increasingly attractive because of its renewable energy resources and sustainability credentials.

As AI workloads continue to increase, operators are likely to prioritise locations capable of offering long-term scalability, energy resilience and future growth potential.



Where do Germany and the UK sit in Europe's AI data centre boom?

Germany and the UK are leading Europe's AI-driven data centre expansion, supported by strong connectivity, enterprise demand, and established ecosystems:



Germany, anchored by Frankfurt, benefits from strong connectivity and a central role in European finance and data



The UK, led by London, remains a global hub for cloud and digital infrastructure



Both countries benefit from enterprise demand, connectivity, technical capability and established operator ecosystems.

Data centres are power-intensive facilities, and the AI boom is forcing operators, governments and suppliers to think carefully about how capacity is delivered. That includes renewable energy procurement and the design of facilities capable of supporting high-density AI hardware.

What technical skills are needed for AI data centre growth?

AI data centre growth is built on specialist engineering and technology talent. These facilities are complex environments where efficiency and safety are critical. A small design weakness or operational failure can have major consequences, so employers need people who understand both the detail and the bigger infrastructure picture.

Key Technical Skill Areas:

- Power Distribution
- Backup generation
- Battery systems
- Switchgear

Mechanical & Cooling

- Cybersecurity
- Embedded Software
- Network Engineering
- Cloud infrastructure



Electrical & Power Systems



- Liquid cooling technologies
- Thermal management systems
- Building management systems (BMS)



Software & Infrastructure

The growing complexity of AI workloads is increasing demand for multi-disciplinary engineers who can integrate hardware, software, and energy systems.

How will data centre growth shape the future of technology recruitment?



Data centre growth in the UK and US is creating a recruitment market where specialist knowledge will matter more than ever. The companies that succeed will be those that understand their technical requirements early, benchmark salaries properly, move quickly when they find the right people and build flexible workforce strategies around project timelines.

For candidates, the sector offers exciting long-term potential. AI data centres are at the heart of some of the biggest trends in technology, from artificial intelligence and cloud computing, to energy resilience and sustainable infrastructure. It's an exciting space for engineers who want to work on systems that genuinely shape the future.

For employers, the competition for talent will be intense. That makes talent mapping, market insight and specialist recruitment support increasingly valuable.



Conclusion

Data centre growth in the UK and US is being driven by far more than technology trends alone. AI has transformed digital infrastructure into a strategic economic asset, creating unprecedented demand for computing power, energy capacity and specialist engineering talent.

With global hyperscaler investment continuing to accelerate and governments increasingly viewing digital infrastructure as a strategic national asset, data centres have become far more than buildings that house servers. They are now critical enablers of economic growth, innovation, AI development and national competitiveness.

Ultimately, data centres are not built by technology alone. Their success depends on attracting, developing and retaining highly skilled people. As investment accelerates across the sector, engineering and technology talent will remain one of the most valuable resources driving the AI revolution forward.

Supporting data centre recruitment in the UK, Europe and Texas



Redline has more than 40 years of experience supporting engineering, electronics and technology businesses. As data centre investment accelerates across the UK, Europe and Texas, our role is to help organisations build world-class teams and help skilled professionals find opportunities in one of the most important infrastructure markets of the AI era.

At Redline, we understand the pace and complexity of technology recruitment. Whether you're hiring for data centre engineering, electronics, software, or leadership roles, our knowledge-led approach helps businesses find the specialist talent they need to move forward with confidence.



Our expertise covers Contract Professionals, Interims and Permanent Staff encompassing the following core disciplines within the Electronics and High-Technology sector:

R&D / Engineering

Electronics, Software, Mechanical, IT, Project Management

Manufacturing & Operations

Production, Quality, NPI, Purchasing, Operations, Supply Chain

Sales & Marketing

Sales, Marketing, Applications, Support

Senior Management and Executive

Leadership roles in the above disciplines

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