

Pandemic helps propel Microsoft's \$2T market capitalization

Article

The news: Microsoft is now the second US public company to reach a **\$2 trillion market value**, [per](#) Bloomberg, joining a very exclusive club it shares with **Apple**, which made history by [reaching](#) the milestone last summer.

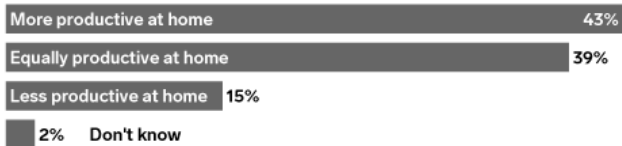
More on this: Microsoft's shares and value have been boosted by the pandemic as lockdowns propelled the global shift to remote work and learning. The pandemic also saw

unprecedented **adoption** of cloud services where Microsoft is the **second-largest** player behind **AWS**. Early this year, Microsoft **reported** that revenues from Azure **increased 50% YoY**. In terms of productivity solutions, Microsoft continued to see increased adoption of its Teams conferencing service, which now has more than **145 million** daily active users.

The bigger picture: Microsoft divides its business into three reportable segments—productivity and business processes, personal computing, and intelligent cloud. Microsoft’s stock price has **surged** nearly 60% since the US imposed lockdowns last spring. Clearly, its product and services diversification is paying dividends. Microsoft’s success is also notable in that it is dominating while also avoiding the global antitrust scrutiny that’s currently bearing down on its Big Tech rivals. Microsoft battled through its own **antitrust** case decades ago, which it lost after a long and messy trial.

Productivity Level Working From Home vs. Other Work Environments According to US Remote Workers, Jan 2021

% of respondents



Note: n=538; numbers may not add up to 100% due to rounding
Source: YouGov as cited in company blog, Jan 19, 2021

262789

eMarketer | InsiderIntelligence.com